

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

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No. 17

JUNE SELECTION OF THE LITERARY GUILD

AMERICA AS AMERICANS SEE IT

Edited by

FRED J. RINGEL

Fred J. Ringel is a European. He has edited a book about America, by Americans, for Europeans to read.

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BANANA**By Carleton***Author of "Mexican***GOLD****Beals***Maze", etc.*

Put "Banana Gold" out for your customers. It is worth looking at and it is worth reading. This is the Mexico and Central America of its famous proletarian artists. Remember that the United States is becoming interested in historical Central America, in the art and crafts of its people, the wealth of its resources, the oil, the fertile ground, the rich variety of tropical foods, the corrupt politics and the game of imperialism being played there. Mr. Beals has written a hard-headed, unafraid, non-partisan account which includes the spectacular two weeks he spent tracking down Sandino for an interview. *Colored frontispiece and decorations by Carlos Merida.* \$3.00

LAUGHING DEATH**By Walter C. Brown***Author of "The Second Guess", etc.*

Men will like this book—railroad presidents, newspaper men, clerks, vice-presidents and office boys. It concerns opium smuggling and a gang clean-up that began after the murder of Tozzi. In the dead man's room was a peacock feather—and quantities of opium. The trail leads through the mysterious dens of Chinatown and ends in the underground passages of Paradise Court. \$2.00

*Two new books by the author of "New Russia's Primer"***M. ILIN'S****BLACK ON WHITE****The Story of Books**

Either or both of these books will make a splendid display. Modern, provocative this story of the origin of the alphabet, the printed word and books represents perfectly the lively new idea for children of this young Soviet author. His books are not experimental. They are good. Ilin has already made one big success. Every book-seller should have this imaginative new juvenile. *With the original Russian illustrations.* \$1.50

WHAT TIME IS IT?**The Story of Clocks**

Even the smallest child likes the ticking of a watch. They like to open the back and see the wheels go round and the jewels sparkle. It is this type of interest in the world around them, in the mechanics of our machine civilization and its origins that Ilin satisfies. Here he makes an exciting story of the different ways men have told the time through the ages. *With the original Russian illustrations.* \$1.50

J. B. LIPPINCOTT COMPANY**Washington Square****Philadelphia. Pa.***Copp, Clark Co., Ltd., Toronto, Canada*

Appleton

Spring Successes

SHORT SELLING

FOR AND AGAINST

**By Richard Whitney
and William R. Perkins**

Authors: Mr. Richard Whitney is President of the New York Stock Exchange. Mr. William R. Perkins is a prominent New York attorney and counsel for the Duke interests.

Features: Wall Street has been called to Washington, and the whole problem of short selling has thus been thrown open to popular discussion. With this fact in mind, Appleton offers a book on short selling which is both timely and authoritative. It is by the chief supporter and the leading opponent of short selling methods. Its price, \$1.25, gives the bookseller a chance to make a big, quick, and popular sale.

Contents: The most vital documents in the whole short selling controversy are brought together within this volume. These include: Mr. Whitney's notable addresses before the Hartford and Syracuse chambers of commerce; Mr. Perkins' reply to Mr. Whitney's Hartford speech; statements by both Mr. Whitney and Mr. Perkins before the Judiciary Committee of the House of Representatives; the full text of the La Guardia Bill.

Market: All investors, small or large, bankers and brokers are prospective buyers of this book. Is short selling responsible for our deflated market? Yes or no? The people want to know. For the true facts they'll gladly spend

\$1.25

Albert the Good

By HECTOR BOLITHO

Most complete biography to date of Queen Victoria's husband. New facts, documents, and letters. Fresh estimations not only of Albert but of Victoria and her reign. Filled with the glamour of royal romance. Is selling in quantity to best-class customers. Posters available. Color illustrations. **\$3.50**

A Private Universe

By ANDRÉ MAUROIS

A brilliant collection of sketches and interpretations. Writing of unusual grace and distinction. A many-faceted mind indulges in delightful discussions of England and America, of their sights, customs, people; and also in witty imaginative journeys to the future. *Belles lettres* for readers who want a book to live with. **\$2.50**

From Siam to Suez

By JAMES SAXON CHILDERS

"One of the most entertaining and brilliant travel books I ever ran across," says Mr. Richard Burton. Puffs from all sides and mounting sales. For really Childers has done the impossible—avoided "just another travel book." He is unorthodox but not smart alec. He writes about Bali, Java, Sumatra, India, Siam, etc. Illustrated. **\$3.00**

Two Fiction Leaders

WHISTLING CAT by **Robert W. Chambers** is being compared as a Civil War story to "The Red Badge of Courage." Authentic history—epic battles—a beautiful love story—and real historical personages. **\$2.50**

THE DEVIL'S HIGHWAY by **Harold Bell Wright and John Lebar** brings father and son together at last. The regular Wright fans are responding in force to this splendid novel of good and evil and a woman's great unselfish love. Posters available. **\$2.00**

D · APPLETON · AND · COMPANY
35 WEST 32nd STREET, NEW YORK

The Ryerson Press, Queen & John Streets, Toronto, Ontario, handles the Appleton general trade line in Canada.

3 BIG NON-FICTION TITLES

AS I SEE IT

by Norman Thomas



"Norman Thomas is one of America's most useful men. He doesn't make automobiles or radios; he tries to make people think. He doesn't sell bridges or battleships; he distributes ideas . . . His integrity and courage have commanded for him the respect of those who don't dare vote for him."

—Philadelphia Record
\$2.00

MANCHURIA

Cradle of Conflict

by Owen Lattimore



"It reflects, in the completeness of its study of Manchurian races and the ethnic problems of China in relation to Manchuria, all the issues of the present day."

—N. Y. Post

"It has something to say that no other book on Manchuria has said; it is an important contribution to the overloaded shelves of books on China."—N. Y. Herald Tribune

"Clear, well written, an important study of the present crisis."—Chicago Tribune \$3.00

THUNDER AND DAWN

America's Appointment with Destiny

by Glenn Frank

"Its interest lies in the directness and fairness with which criticisms are stated, the forcible way in which its constructive criticisms are offered, the pungency of its style and its pervading note of hope. The reader who still believes in America but needs some strengthening of his faith will find the book very much to his taste."

—N. Y. Times

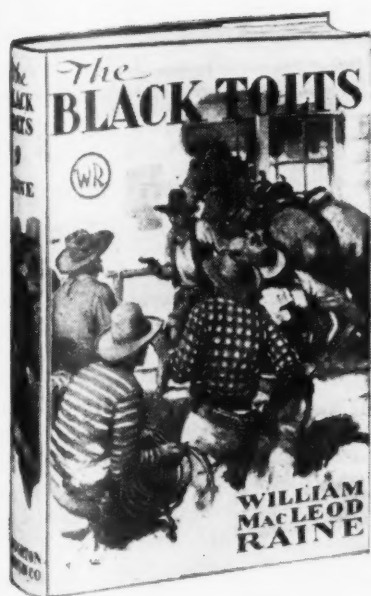
"Dr. Frank is as intelligent, eloquent and humorous a spokesman as liberal capitalism can boast."—Harry Elmer Barnes in N. Y. World-Telegram. \$3.50

Watch Your Stock!

• MACMILLAN •

WILLIAM MACLEOD RAINÉ

never lets his readers down



And that's one reason it's a genuine pleasure to publish his books. The bookstore knows, the reader knows, and we know that Raine always writes a Western story packed with action and brimful of real Western atmosphere.

His new book, "The Black Tolts", is no exception. Here you will meet the Tolts brothers, outlaws comparable to the Daltons or the James brothers. You will see them fight their way out of Burke City after robbing its two banks.

But the real hero of this story is Allan Macdonald whose staunch friendship for young Dave Tolts involves him in a train robbery, the Burke City shooting, and very nearly ends in his being lynched. You will be genuinely thrilled by Allan's courage and splendid loyalty which puts even the fearless Tolts to shame.

We urge you to read "The Black Tolts" and to recommend it to your customers who like hair-trigger, rapid-fire fiction.

Houghton Mifflin Co.

Coming on

May 4th

at \$2.00

THE BLACK TOLTS

5

ENTHRALLING BOOKS FOR
EARLY SUMMER READINGA New Novel by George Preedy
Author of *GENERAL CRACK*BENEATH THE
PASSION FLOWER

Phenice Campion, spoiled darling of fickle Fortune, discovers when her father dies that her sole assets are his debts, his house, his extravagant tastes—and her physical attractions. She must marry. Shall it be young Miles Fenton, not unattractive but poor, or John Bettine, a middle-aged millionaire whom she doesn't even like? Meanwhile she meets Noel Barton and for the first time learns the meaning of love. Its white heat burns away the dross from her nature. She resists the temptation of winning Noel from her best friend, to whom he has become engaged. ... The dramatic development of a young woman's conflict with false standards.

May 17th, \$2.00

Red-Haired Alibi

BY WILSON COLLISON

Author of "*Blonde Baby*," "*Farewell to Women*,"
etc.

Things happen with Walter Winchell speed during Lisa Monith's climb from drugstore clerk in Columbus, Ohio, to wealthy Westchester matron. She's as smart as she is pretty, but an unlucky break throws her with Trent Travers, magnetic Big Boy of the most powerful night-club gang in Manhattan. RED-HAIRED ALIBI is Wilson Collison at the very peak of his red-hot pace.

May 17th, \$2.00

In Sin and Splendor

BY JOSEPH F. DINNEEN

When Jimmy Mason, roving bachelor reporter, spotted that swell kid on the deck of the *S.S. Moronia*, he did not dream where the following night's drinking party would land him. He didn't expect to wake up—in her cabin! Will Jimmy marry Pearl, or is he like most men in applying the single standard to women and the double to his own sex?

May 17th, \$2.00

UNDERWORLD

The Biography of Charles Brooks,
Criminal

BY TREVOR ALLEN

Amazing but true is this inside story of a life of crime, told without flourishes by the unreformed criminal himself to an English journalist. Pickpockets, shoplifters, ocean cardsharps, confidence men, pimps—crooks of every stripe and twist, with whom Brooks has associated—are shown up so vividly that the reader will enjoy all the suspense of a true detective story.

May 10th, \$2.50

The Flying Dagger Murder

BY JOAN A. COWDROY

From the moment the historic Alderton necklace vanishes from the throat of Lady Pomfrett till the shadow it casts becomes a hangman's noose, this tale of its vicious influence moves with the speed of a flying dagger.

May 10th, \$2.00

Robert M. McBride & Co.

4 West 16th St., New York

M I N E R

THE DUTTON PRIZE BOOK FOR MAY by F. C. BODEN

This novel has had a remarkable success in England, where it was selected as the "Book-of-the-Month" by the London Book Society, which corresponds to the American Book-of-the-Month Club. FRANK SWINNER-TON writes: "A very notable novel, 'Miner' has attracted much attention from the English critics. The book is extraordinarily vivid and full of beauty, in spite of its theme. Mr. Boden has exceptional gifts; and 'Miner' is a very powerful and unusual book."

"Miner" is not at all a drab recital of events in the life of a coal-miner. It has a tender and idyllic love-story, written with grace and fire. With public attention now focussed on the Kentucky miners, the book has a timely interest, in addition to its dramatic story. Because of its importance, we are publishing it immediately. It was not listed in our spring catalogue nor has it been shown to most of the trade by our salesmen.

THE CHORUS OF PRAISE FROM ENGLISH REVIEWERS

J. B. Priestley in the *Evening Standard*:

"It is a good book. It is vivid and it bears the stamp of truth. Mr. Boden gives us the facts of this life as he has seen it, but he does not make the mistake of collecting every horror he has ever heard of and then cramming them all into one mining village. He is both sensitive and sane. You will believe what he tells you, and if you have any generosity of imagination you will want to rush away and do something about it. I congratulate Mr. Boden."

Ethel Mannin in the *New Leader*:

"One of the finest and most important novels I have read for a very long time . . . terrible, tremendous and unforgettable."

Ralph Straus in the *Sunday Times*:

"I must have read many stories about life as the coal-miner sees it, but none so simple and direct, so poignant and impressive, as 'Miner.'"

Gerald Bullett in the *New Statesman*:

"'Miner' is a poignant and powerful document. It is art first and propaganda second. Anything more like hell can hardly be imagined than the picture of a miner's life given by Mr. Boden, himself a miner."

L. A. G. Strong in the *Spectator*:

"Mr. Boden achieves the perfect symbol, an individual figure so realized as to be universal. I hope this beautiful, terrible, and quiet book will be widely read. From first to last a poet's sensitiveness makes it a work of art."

Gerald Gould in the *Observer*:

"'Miner' is a beautiful book. In the brave, simple description of physical love Mr. Boden has achieved a victory no less remarkable than in the expression of endurance and despair."

Note: Maximum stock order discounts will apply on all orders received before publication date, May 2nd. Price, \$2.50

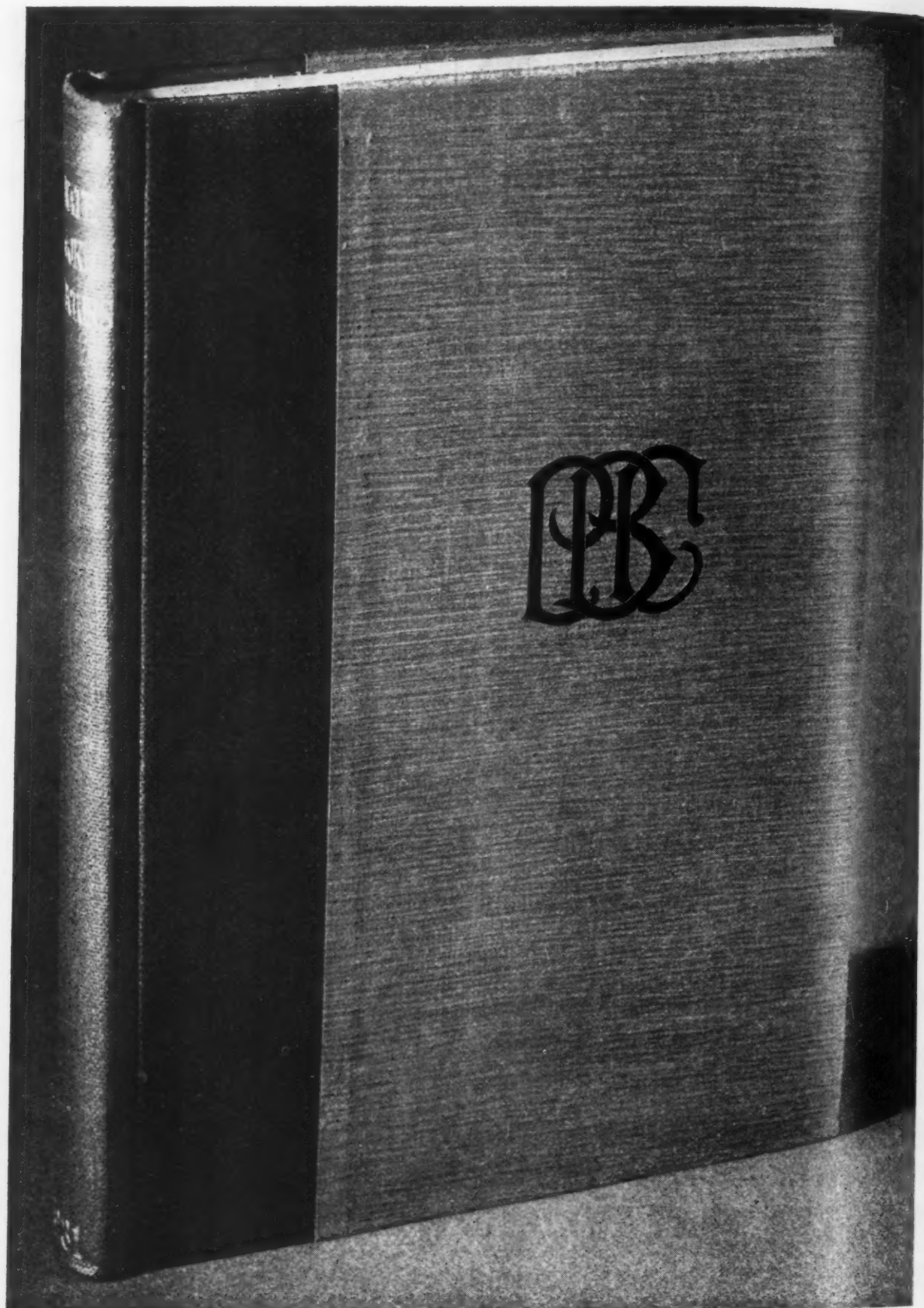
THE DUTTON CLUE MYSTERY FOR MAY IS A BARRY BOOK!

MURDER ON MONDAY

By CHARLES BARRY, author of "The Clue of the Clot"

We're more excited about Barry than any mystery writer on our list since the advent of Harry Stephen Keeler. The sales records show that Barry is rapidly approaching Keeler's popularity — and we think you'll agree with us that "Murder on Monday" is by far his best book. Here's the plot. Peter Perley amused himself by reading his will to his seven heirs. The day he died was to determine who was to get his estate. Not long after, he was found, frozen, in a sand pit. What day did he die? Was he accidentally frozen? Or murdered? And, if so, who murdered him? To be published, May 2nd. \$2.00

DUTTON



Private Book Collectors in the United States and Canada, 1931

The addresses of over 2000 private book collectors with
their hobbies mentioned. Compiled by J. A. Holden.

8vo cloth, \$15.00

R. R. BOWKER CO.

62 W. 45th St., NEW YORK

Books With An Optimistic Sales Outlook

HITLER BY EMIL LENGYEL

"Der Tag" is Hitler's defiant challenge as police smash his private army of 400,000. Has Hitler been beaten? Can "Old Germany" resist and destroy Hitlerism? Is it best for Germany that this be done? Emil Lengyel, a well known writer of Central European political movements provides the best all around appraisal of the man, his movement, and the effect of his success on Germany and the world. A timely book by a prominent writer. Don't miss sales. Have stock on hand. (April 23) \$3.00

DEAN FALES

BACHELOR of ARTS

The author of "Village Virgin," a lively seller, turns his powers of humour and satire to the middle-western co-ed college, and the result is an hilarious study of the doings of undergraduates, faculty, and "old grads." And *what* doings? (April 28) \$2.00

PAULINE WARWICK

BACKGROUND TO PRIMULA

Pauline Warwick's "Secret Year" is on the American Library Association approved Fiction List. "Background to Primula" is another clean, fast moving love story. The story will delight women readers because of its love theme as well as for its pictures of the smart people and places of England.

(May 26) \$2.00

J. JEFFERSON FARJEON

THE Z MURDERS

The creator of Ben, the tramp, and the author of "The 5:18 Mystery," "The House of Disappearance," and "No. 17," here offers another engaging, whimsical, exciting, and thoroughly satisfying tale in the true Farjeon style. (April 28) \$2.00

OLIVER STRANGE

THE LAW OF THE LARIAT

"It is a rearin', tearin', son-of-a-gun of a story. Just what a typical novel of the kind should be, a two gun yarn," said the Syracuse Post-Standard of Oliver Strange's first novel "The Range Robbers." His readers will find his new book even more exciting. (May 26) \$2.00

THE GLORY OF THE HABSBURGS

BY PRINCESS FUGGER

A brilliant picture of the splendour of the imperial court life in Central Europe, painted by one who was in the centre of it and who has the intelligence, the humour and the knowledge to describe it. The Princess, who was a great favorite and hobnobbed with emperors and such, shares with Dr. Munthe the ability to get the most out of a good story. Her book is fascinating from start to finish. There are many piquant little touches and anecdotes. (May 12) \$5.00

LINCOLN MACVEAGH : THE DIAL PRESS, Inc., NEW YORK

SIGRID UNDSET

MAY
20th

IS THE 50th
BIRTHDAY
OF SIGRID
UNDSET
NOBEL PRIZE
WINNER



MAY
20th

PUBLICATION
OF THE
MASTER OF
HESTVIKEN
IN 2 VOLS.
AT \$5.00

SIGRID UNDSET considers *The Master of Hestviken* to be her finest work, even greater than *Kristin Lavransdatter*.

Previously only available in four volumes (*The Axe*, *The Snake Pit*, *In the Wilderness*, *The Son Avenger*), *The Master of Hestviken* is now ready in two volumes, boxed at \$5.00; and with your cooperation the popularity of this edition should approach that of the one-volume *Kristin Lavransdatter*.

The publication date of *The Master of Hestviken* is May 20th which is also Sigrid Undset's fif-

tieth birthday, an event of international importance.

Sigrid Undset is read in Norway, Sweden, Finland, Latvia, Germany, Holland, France, Poland, Czechoslovakia, Hungary, Italy, Spain, England and America. She is one of the greatest of all living novelists.

Consider the sales possibilities of a display on May the 20th as a tie-up with the international newspaper and literary publicity Madame Undset will receive. Check your stock.

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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, APRIL 23, 1932

The Bookseller Speaks Out

The following report of the American Booksellers Association is the climax of a successful series of regional conferences for booksellers held during the past few months in all parts of the country under the leadership of Ellis W. Meyers, secretary of the A.B.A. These conferences took up the findings of the Cheney Survey from the booksellers' point of view and from them grew a series of recommendations backed by two hundred booksellers which are intended as serious and constructive measures for the improvement of the booktrade. These recommendations are now in the hands of publishers and it is expected that action will soon be taken on the program presented.

Program of the American Booksellers Association

THE AMERICAN BOOKSELLERS ASSOCIATION has attempted to analyze the report of the Cheney Survey in order to put into practice the recommendations contained therein.

The immediate program adopted by the booksellers and their organization is based on Mr. Cheney's final outline, given under the same title, viz., "The Immediate Program," Section VII of the Cheney recommendations, pages 336-337, and is presented herewith.

In accordance with the Survey Recommendations, there has been formed among the members of the American Booksellers Association a group of approximately two hundred retail outlets, each of which is pledged to adopt up-to-date merchandising principles in the management of its business.

Budgetary and Stock Control

A system of budgetary control is being introduced into each shop, and every member is expected to operate with an estimated sales budget, estimated purchase budget, expense budget, cash forecast, a stock control system, and a well-defined stock clear-

ance policy. Through this operation, it is expected that the retailers will not buy beyond their capacity to sell, and will, as a consequence, maintain "clean" stocks and be in a position to constantly turn over their assets in merchandise, so that the cash flow from public to publisher will be continuous. The stock control system will place each retailer in the position of having a case history on every book at all times, so he may stock and reorder intelligently.

Sales and Promotion

A committee of the American Booksellers Association is to prepare data concerning other lines of merchandise that can be sold in bookstores, and will supply information about the sources of supply, possible discounts and profit, and merchandising methods concerning each. This is intended to increase volume and profits for those booksellers unable to attain a sufficient gross business or profit through the sale of books alone.

The Group is pledged to further individual promotional effort in the various communities in which the stores are located. This will be done under control,

and the results will be carefully tabulated so that the best methods may be introduced in all retail bookstores.

Advertising Cooperation

The Group places its two hundred stores at the disposal of each publisher who wishes to cooperate in any effort to check the results of advertising or publicity campaigns on individual titles or groups of books.

The Association will maintain a department to check the results of any cooperative work of this sort, and to keep track of the sales of definite types of books through the stores, in order to inform the publishers and retailers of any increase or decrease of interest on the part of the public in any subject of current interest.

Each outlet has pledged active cooperation with any effort at national advertising, publicity, or "propaganda" of the type recommended by Mr. Cheney under the title, "Conserve Education Movement."

It is suggested that the booksellers' committee on advertising be permitted to see plans for any posters that the publishers prepare for display purposes before they are made, in order to aid in the elimination of the costs of a great quantity of this material which is not used today. While one or two of the booksellers at the conferences reported using practically all of the posters supplied by the publishers, the meetings developed the fact that not over 25% of the posters manufactured are being used.

Buying Information and Publisher's Cooperation

In order that the booksellers may arrange to support all publishers' lists in proportion to the merit of each, it is suggested that the publishers announce all titles for each season in advance of the season itself. This will enable the retailers to obtain a "bird's eye view" of the season's production. It will allow them to work out buying budgets in accordance with the Cheney recommendation which suggests a break-down under publisher as well as type of book.

It is further suggested that these announcements be uniform for all publishers, that each title be presented on a 3 x 5 index card, and that the information concerning each shall be factual: title, au-

thor; price; date of publication; brief synopsis and remarks concerning principal characters; juveniles by age appeal; probable market; remarks concerning author and actual sales of previous books; if serialized, where and under what title; size of book—number of pages, bulk, type, etc.; and remarks concerning illustrations.

It is suggested that the reverse side of these cards be ruled in standard form, to be used as stock control cards by the retailers. This will enable the booksellers to reduce a large amount of the work necessary in maintaining their stock control systems, and will also provide a complete card index of each season's publications in every shop.

Trade Advertising

It is believed that a large saving can be made by the publishers if they will discontinue their mail-order advertising to booksellers. The amount of mail received in each store has become so great that very little of it, if any, receives attention. The Group suggests that the announcement of each title on index cards in advance of each season, providing the card contains factual information, will be sufficient, and that the progress of the sale of a particular title, or new information concerning that book after the original announcement has been made, can very easily be brought to the attention of the booksellers through the pages of the trade journals.

Traveler Contact

It is suggested that it may be possible for the publishers to arrange travelers' schedules so that all houses may be represented in any city within a limited time. This will give the booksellers the opportunity to revise their estimate of the sales possibilities of any title through comparison with the lines of the other publishers. It may be possible to hold "book shows" in key cities throughout the country, so that all of the publishing houses can be represented in any district at one time. Practically every bookseller in the Group has signified his willingness to attend such a showing of books for the Spring and Fall publishing seasons.

Staple Stock Test Plan

The Booksellers Group offers its stores as experimental stations in order to test

out the possibility of selling so-called "staple stock." Publishers who believe that they have items that can be sold through display in the stores may submit their lists to the Executive Office of the American Booksellers Association and arrangements will be made for the booksellers to stock those items over a period of a year, under stock control, in order to learn if they can be sold. Titles that may not be sold will be returned to the publishers, and all booksellers in the Group will attempt to continue to carry those books that have sales possibilities in the various localities and the various types of stores.

Trade Practice

The Booksellers Group approves of and offers its full support to the setting up of the Joint Board to rule on fair trade practice, as outlined in the Survey's recommendations Numbers 81, 82, 83, 87, 88. They pledge themselves to adopt fair trade practice and to accept all rulings of the Joint Board with regard to standard trade practice. They request that the publishers also pledge to accept the rulings of that body, and particularly the recommendations already made by the Joint Board with regard to the dates of release of reprints and remainders.

They are agreed as to the necessity of maintaining publication dates, and ask that the jobbers and outlets buying from the jobbers (particularly circulating libraries) be requested to adhere to the Joint Board ruling in the matter, and that the publishers do not release books to the book clubs in advance of the regular publication date. It is suggested that the jacket flap of each book bear a standard coded date of publication—A6, January 6th, B20, February 20th, etc. It is also suggested that the publishers might agree to adopt definite dates of publication during each month, and that all books of all publishers be released on those dates. This will reduce the confusion already existing, and will aid in the shipping problem.

It is believed that publishers should adopt a uniform practice of notification with regard to books being reprinted or remaindered, and that the retailers also be informed of titles going out of print.

The booksellers request that publishers and wholesalers discontinue all direct sales,

either at net or at a discount, of regular trade merchandise. It is understood that there are cases where a publisher does not receive trade support for a title, and where a mail-order campaign will prove successful for that publisher and even create a certain demand in the shops. In cases such as these, it is felt that the publisher should first take up the matter with the A.B.A., so that the retailers may be notified and therefore be in a position to explain the circumstances to their customers.

New Outlets

It is believed that the Publishers Association and the jobbers should cooperate with regard to the opening of new outlets, in accordance with the Survey's recommendations Numbers 26-30 inclusive, and that there should be appointed to the New Outlets Committee one or two representatives of the booksellers.

Buying or Selling Mistakes?

It is requested that the booksellers of the Group be permitted to return, at stated periods of the year, an amount of books equal in value to 10% of their purchases from each publisher. The booksellers agree to accept a 90% credit for the amount of these returns, and to pay the carriage charges on them. It is suggested that all returns for all publishers be made at the same time—either quarterly or semi-annually, and that the books returned be those purchased during the previous period. The booksellers can indicate such items as they may wish to continue to carry in stock until each succeeding return date in order to make an opportunity to sell those books. If a bookseller should not report a title at the return date period, it may be considered that he has lost his right to return that particular book at any time in the future.

Margin of Profit

It has become most apparent that under existing circumstances the penalty inflicted upon the retailer through the short discount makes it impossible for the bookstore to earn a sufficient profit during "good" years for that store to build up a reserve on which to draw during a time of depression. With the improved method of operation in the bookstores, it should be possible for each retailer to become a

stronger and better established outlet for the publisher. The booksellers' program will produce a constant cash turnover and a more liquid business. The adoption of the 10% return privilege will allow the retailer to reduce his markdown and therefore increase his margin of profit. There remains the necessity of equalizing the discount, and it is suggested that the booksellers of this Group adopting the new method of operation be entitled to a flat 40% discount on reorders. While this discount has been thought fair for some of the larger operators, attention should be called here to the fact that it is more necessary where there is a smaller volume, if the bookseller is to continue in business.

Cash Discounts

Publishers are requested to allow a cash discount of 2% through the prompt payment of bills and the elimination of long dating. While it may not be immediately possible to discontinue long terms, the new method of operation in the bookstores, plus the additional margin to be gained through a standard return privilege and discounts, should soon place all booksellers in a position to take advantage of cash discounts. The terms suggested are 2%—10 days—end of the month (15 days, west of the Mississippi), and that August and September purchases be dated to allow the discount on October 10th-15th. On new publications, bills should be dated as of the date of publication, but the discounts should be allowed on all purchases, including pickups. Invoices for merchandise purchased on the 25th, or later, of any month should be dated as of the first of the following month.

The Problem of Distribution

It is believed that a depository is essential on the West Coast, and that there should be established a chain of such depositories throughout the country. The Association offers the cooperation of the Group and of the Consolidated Warehouse in working out the plans for this system, and in developing a Book Building for stock room and shipping departments in New York.

Education

The booksellers pledge themselves to support an educational program for every retail proprietor and employee, so that the

business of bookselling may become increasingly efficient and profitable.

Book Value

Attention is called to the fact that the value of our product must be maintained. With the tendency on the part of manufacturers of almost every article to reduce the retail price, it is more than ever essential that books be of real value, both as to content and physical appearance.

Credit

The full cooperation of the organized booksellers is offered to the Publishers Credit Conference. Under the new method of operation, it will be possible for each bookseller in the Group to furnish the Conference with any information concerning the operation of his business. The Executive Office of the American Booksellers Association is instructed to cooperate with the Conference in analyzing the operation of any bookstore with a view toward recommending any changes that may be necessary before additional credit is to be granted to that outlet by the publishers. There is no feeling on the part of the booksellers in the Group that conditions make necessary an immediate moratorium, but the attention of the publishers is called to the fact that unless the retail booksellers can attain a sufficient margin of profit, there is every possibility that a moratorium will be necessary within the next three months to keep a great number of retail outlets from being forced into bankruptcy or into a position where they will have to discontinue the sale of books.

"Recommended" Booksellers

Publishers are not being requested to extend the minimum "flat forty" per cent discount or cash discount privileges to every bookseller. The Executive Office of the American Booksellers Association will be pleased to submit to each interested publisher a list of those booksellers who will cooperate with the Group and who are adopting—or have already adopted—up-to-date methods of operation. They are to receive the publishers' cooperation only after the Executive Office of the A. B. A. can assure the publishers that each one has satisfied all of the requirements.

Price Maintenance

We believe that the adoption by publishers and booksellers of this program will

make a better trade, providing a better volume of sales and profits for both branches. There is, however, one serious disturbing factor to which attention must be called, for while it continues to exist, the program, though it will improve conditions, cannot become fully effective. That is

"price-cutting." In every part of the country this is seriously affecting the retail book outlets. This practice must be eliminated, for unless the industry is placed in a position where every outlet maintains net prices, it will not be long before there will be no independent book outlets.

Remove Everybody's Profit From Plugs

A New Plan that Might Benefit the Entire Industry

Franklin M. Watts

This plan for the elimination of overstock and remainders at what appears to be a minimum of cost to all parties concerned was submitted to the Publishers' Weekly several weeks ago and has been held until the opinions of several booksellers and publishers could be secured. It is here published, not as a substitute for the plan contained in the A.B.A. program nor in competition with it, but because it contains many ideas which can be applied to any return plan, and because it definitely treats on the subject of remainders as a part of the overstock problem. On the editorial pages of this issue will be found the estimates of this plan made by a publisher and a bookseller.

ANY PLAN OF "protecting the retailer" in purchasing has to be simple and fool proof. Outlined in this article is a plan that is simple, that will not cost any party of the book industry an excessive amount yet that will eliminate the plugs that clog the channel of distribution.

Here it is: *Any book purchased by the retailer may be returned to the publisher in an unused condition within a specified time after publication. The retailer will return the first 20 pages only and will receive a credit of 40% of the original list price of the book.*

In order to remove this book from the remainder market only the cover and first 20 pages are to be returned, unless practice proves that there is a danger of books being returned that have outlived their usefulness in a rental library.

First I will outline in detail the plan and the reasons for its adoption.

Any plan that will work must throw the cost of its operation on to the three groups interested in profits from the sale

of books—the author, the publisher, and the retailer. Under our present system of book distribution both publishers and authors make profits from books that never sell at full retail prices.

Why should an author make full royalty on books that sell at half price or less in retail stores? The publisher protects himself in his contract from paying royalty on remaindered books. The retailer has no such protection.

It is impossible to devise any plan that will not cost somebody something for the mistakes of publishing and retailing. For the sake of clarity I shall use 60% of list as the typical purchase price. Under this plan, then, a return of books to the publisher at 40% of list will net him 20% of the list. This will cover the manufacturing cost of the book amply in most instances. In turn the publisher will pay no royalty on these books as they are books that have not been sold.

Let us take a \$2 novel as an example. The cost to the retailer is \$1.20. It does

not sell so he has the option of returning it to the publisher at 80 cents. The publisher will pay no royalty so it will cost the publisher only his overhead and promotion costs. As the book has not been sold his promotion efforts were wasted.

Most books stop selling during their first year after publication. In order to simplify matters the following plan might be wise. Any book that is published between January 1st and July 1st would be returnable on or before the following 20th of January. Any book published between July 1st and January 1st to be returnable on or before the following 20th of July. After this date no books could be returned for credit under this plan. There would be nothing in the plan to prevent a return within a week after purchase but the cost of 20% of the list price will prevent the retailer from making too many returns, as every return is costly. Every six months between January 1st and 20th and July 1st and 20th, the bookseller could make a final effort to clear up at retail at a half off.

There is a great advantage in allowing the retailer to return at any time, as it will permit him to remove the books that are clogging the stock and permit him to buy again. By having only the cover and the first 20 pages returned, the publisher is not overburdened with returned stock. The manufacturing department knows that the books that have been shipped have been permanently removed from the publisher's stock room.

By giving a credit of a stated amount there is no problem of finding at what specific discount the books were sold. This eliminates much work for both the publisher and the retailer. It should be also noted that no mention is made of first orders or reorders. Plugs that are reorders are just as grave a problem to the industry as first order plugs.

What advantages are there to the retailer in this plan? Some retailers will say that this plan will not remove markdowns. To be sure it won't. Markdowns are a part of the cost of operating stores. Until there is a perfect buyer there will be mistakes. Any plan that will remove the cost of markdowns from retail buying will mean careless buying, except in a specialized line such as *Modern Library*, or the Doubleday, Doran *Junior Books*.

Under this plan there will continue to be markdowns, but the markdowns will be much fewer. Whenever a book retails for more than \$2, very seldom will a markdown of 50% sell the book. I do not have any specific figure to give, but it seems to me that books have to be marked down at least 75% before a ready sale can be found. Sometimes books will sell at half price but frequently a reduction of 80-90% is necessary. As this plan will affect only books published approximately a year, there will still be markdowns on books published over a year. There will also be markdowns on reprints, as they do not fall into this plan. With average retail markdowns of 4% these should be cut in half. This would add 2% to the profits which would be a lifesaver to many departments.

There might be the objection that with this lessened markdown cost careless buying would set in, and the markdowns would be the same as at present. There might be more liberal representation by the retailer than at present of titles that have a limited sale. This would be to the advantage of both publisher and retailer, as many sales are lost because the customer can't buy the book when he is in the mood. Even if the percent of markdown were to remain the same as at present there would be an increase in the volume of business which would result in net profits.

A few stores have the policy of having an age limit for the books on their shelves. These stores have the advantage of having clean stock, and in the last year or two when retailing has had such troublous times these stores have been much better off than stores which have had an accumulation of stock from years past which had to be liquidated. All stores have the problem of old merchandise no matter what their policy is as to removal. A book is a problem whether it is three months old and not selling or whether it is three years old and not selling. The difference is that it will cost more to remove the book that has been on the shelves three years than the one that has been on the shelf for three months.

With this plan of destroying the books that do not sell within a year after publication there will be no excuse for old stock, heavy inventories and slow turnover.

Buyers who operate on the budget plan

find that frequently their buying allowance has been used up. Some stores, when this stage is reached, refuse to buy merchandise. Others take the more liberal attitude of still buying but buying very cautiously. If it were possible to remove the plugs from stock then the bookseller would be free to buy at once. To be sure it would be costly to have to pay 20% for the privilege, but this 20% would be less than the cost of the ultimate markdown.

Publishers have many excuses for not taking back overstock. Some won't take the loss of the retailer's overbuying. Others have too much stock on hand. Others write that because royalty has been paid on the books they can't take them back. I am sure that the publishers would welcome some sound plan that would eliminate the necessity of beating around the bush on taking back books that were oversold by their representatives. Incidentally it would be very easy under this system for the retailer to see which publishers did the most overselling.

There is nothing in this plan to prevent the publisher sending books on sale where the enthusiasm of the retailer warrants it. There would be less promiscuous sending of books on sale, but this would help the retailer rather than hurt him. It would still be possible for the publisher to send books on sale to tie up with the appearance of the author in the bookseller's city.

There is nothing in the plan to prevent a dealer taking a markdown to half price and selling the books. Few department store buyers would try to sell at half price in lieu of returning books, but bookstores might think it would be better business to sell the books at 50% rather than return them at 40%. At least it would be worth trying to sell them at 50% before returning them. All books thus sold would be off the market.

Many stores are not constituted to run remainder sales or clearance sales of books. With this plan most of the books would be destroyed, so this remainder evil would be eliminated. Thus the books published in the period right after the first of January and July would receive full front display. Patrons would never be annoyed in these stores by having books they recently bought at higher prices offered at lower prices.

Bookstores having too much stock would receive credit rather than more books as they have in most of the plans that have been offered to date.

In cases where a publisher's list was weak in one season a heavy return might create a credit balance for the bookstore with that publisher. This could be adjusted by sending a check in order to straighten up the bookkeeping.

The plan will definitely cost the retailer money, but the retailer can never hope for any plan that will eliminate some cost to himself. Surely the retailer should be willing to pay the cost of the manufacture of the book.

A publisher could tell better than I can, but I feel that the plan does have advantages to the publisher and I shall outline them briefly. As the plan will cost the publisher his overhead and promotion costs, he must see advantages in it before he goes into it.

The greatest advantage will be that it will remove some of the friction between his selling force and the retail trade. There will always be some friction but this plan will eliminate much of it. When a traveler comes to the retailer and finds the retailer stuck with a pile of books and can do nothing about it there is bound to be friction. The bookseller has to buy books in advance of publication on his confidence in the traveler and in the traveler's house. Every time the retailer buys ten of something and sells only two, confidence is broken down.

In buying lines of merchandise other than books the retailer sees the article sold. No bookseller can tell the quality of the book until he reads it or until customers buy it.

This plan will mean that the publisher is guaranteeing the salability of the book by gambling his overhead against the bookseller gambling the production cost of the book.

The books that sell well are never a problem to publisher, bookseller, or author. Under this or any other plan they will be unaffected. It would be of great benefit to know how many copies of a book are sold. It happens that not infrequently an author turns out a bad book but it takes two books for the publisher to find out the real truth. I have in mind as an example,

———. This author always had a good sale and occasionally a big sale. It was no problem to get a good advance. The last book was one that seemingly was as good as her others. We bought the usual 25 copies in advance, hoping to reorder. Instead of reordering, we sold eight, and no matter how hard we worked, the sales resistance was too great to sell more. No adjustment was made on the balance by the publisher, so the 17 were marked down ultimately to 50 cents a copy and were sold.

In talking to a few other retailers, I found they had had the same experience. When the next book by that author is offered, instead of an advance order from us of 25 copies there will be either no advance order or one of five copies. Unless the publisher is super-cautious he will overprint and pay too large an advance on the next book because of the sale of the previous book, which was not a sale to the public but only to the retailer and jobber.

Both the publisher and the author will know how many copies of each book is sold by the bookstores. Wouldn't this cause fewer dissatisfied authors who leave publishers because they don't sell enough of a good novel that follows a plug?

With the retailer destroying the books that are returned by tearing the book apart, there will be no problem of disposal of old stock returned by the retailer. As no books are remaindered until after the first year, there will be no problem of having the bookseller buying remainders to return.

Still another advantage of this plan would be that the publisher could tell which traveler is selling the fewest plugs.

I do not know just how this plan could best be adjusted to the transactions between publishers and jobbers and the jobber's customers, but there is no more reason why the publisher and the author should

profit more from plugs sold through the jobber than from those sold directly to the bookseller.

The plan outlined is not a substitute for any existing plan. It is a plan to fit the typical trade publisher who has no plan at present. The plan is simple with a minimum of accounting and red tape. The cost of the plan is distributed over the retailer, the publisher, and the author. The plan does not depend for its success upon the universal adoption by the publishers. If it is practical its adoption would be widespread. There will be some publishers who will not feel the need of it. It will not eliminate remainders and remainder sales in bookstores. The operation of the plan will not alter the buying or selling methods of the trade. It is not a panacea, but it should help everybody.

I wrote the first draft of this article embodying the salient features of the plan before the Viking Press plan was announced. This plan is not an adaptation of theirs. I feel that their plan is probably better for them than this one. This plan has been discussed with a number of people in the trade. All have agreed as to its practicality. The only flaw that I have been able to find is that it would be possible to take a book that had been rented a few times and send it back, but this would be easy to detect if it became a wide-spread practice. Any plan must presuppose common honesty. The idea of returning only the cover and the first 20 pages was given me by a traveler who prefers to remain anonymous. The rest of the plan is original although without a doubt others in the trade have thought of plans embodying the same principles. I would like to see it tried either by a single publisher with the entire group of booksellers or by a group of publishers with a selected group of stores.

In and Out of the Corner Office

Alfred A. Knopf has just returned from Europe where, during a two months' stay he visited many of the authors whose works he publishes in this country. He brings back with him the American rights to a number of important new books and a real enthusiasm for one new book by James Laver, called "Nymph Errant." Mr. Knopf says, "I regard it as the only first novel I ever bought with a feeling of absolute assurance that it will create a popular sensation." ❀ ❀ ❀

Edwin Markham, dean of American poetry, will celebrate his 80th birthday on the 24th of April. On the 23rd, Doubleday, Doran publish his first new book in twelve years "New Poems: Eighty Songs at 80." On Sunday evening, the 24th, there will be a special celebration at Carnegie Hall in New York at which Mr. Markham will recite his famous Lincoln poem. ❀ ❀ ❀

Louis Adamic, one of the winners of the Guggenheim Fellowship awards for 1932-33, is leaving for Europe on April 25th. This is his first visit to Europe since 1913 when as a boy of fourteen and a half he left his home in Yugoslavia to come to America. The first five months he plans to spend in Yugoslavia, his native country. During the rest of his year abroad he hopes also to live for brief periods in Italy, Austria, Czechoslovakia, Germany, and Russia. He is writing a novel which Harper will publish in 1933. ❀ ❀ ❀

Dorothy Waring is now in charge of the editorial and publicity departments of William Godwin, Inc. ❀ ❀ ❀



Congressman Sirovich whose bill (H. R. 10976) for Copyright Revision has been approved by the Patents Committee. The Rules Committee must now act

Storer Lunt, secretary and sales manager of W. W. Norton & Company, Inc., sailed last week on the *Olympic* for a six weeks' business trip to London and the Continent. ❀ ❀ ❀

Juvenile Best Sellers for March

IGLOO remains a favorite for children but it was displaced from the leading position in March by the new "Raggedy Ann" book. "The Christ Child" returns to the list.

RAGGEDY ANN IN COOKIE LAND. By John B. Gruelle, Volland, \$1.25.

IGLOO. By Jane B. Walden. Putnam, \$2.50.

THE ADVENTURES OF MICKEY MOUSE. McKay, 50 c.

PEEPS AT GEORGE WASHINGTON. By Max Vivier. Stokes, \$1.50.

ANGUS AND THE CAT. By Marjorie Flack. Doubleday, Doran, \$1.

THE CHRIST CHILD. By Maud and Miska Petersham. Doubleday, \$2.

MICKEY MOUSE MOVIE STORIES. McKay, \$1.50.

THE CAT WHO WENT TO HEAVEN. By Elizabeth Coatsworth. Macmillan, \$2.

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April 23, 1932

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.
—BACON.

Booksellers Offer Program

AN IMPORTANT step toward bringing forward specific proposals for trade betterment was made this week with the publication of the Program of the American Booksellers' Association, following a series of regional conferences held under the direction of the secretary, Ellis W. Meyers, in all parts of the country. This program which is printed in full elsewhere in this issue, sets out concisely and succinctly the steps which 200 booksellers believe should be made to put into practice the recommendations contained in the Cheney Survey. As already noted in the *Publishers' Weekly* the report of the Publishers' Association Committee will be made on May 8, almost simultaneous with that of the booksellers. Many points brought out in the A. B. A. report, of course, will be treated also in the report of the publishers, and it is evident that they will have to be considered together.

The American Booksellers' Association report calls for the adoption of better business methods by booksellers as fundamental to the success of any constructive plan. The 200 bookstores which are behind this program are pledged to a system of budget control which has been outlined to them

by the A. B. A. In this way the retailers will be in a position to know the facts concerning the activity of every title in their stock, and by setting their own houses in order will be ready to take advantage of and deserve definite aid from the publishers. Other dealers who wish to study the plan of budget and stock control recommended will be supplied with details by writing to the A. B. A. headquarters.

The booksellers go on to point out that to get any really satisfactory budget control at present is made more difficult by uncoordinated publishing schedules. They therefore suggest certain changes in publishers' production programs by which booksellers will be able to get a clearer picture of what they are doing and thus make stock control and budget buying more feasible. They ask, first, that publishers announce the entire list for any given season well in advance. This might help the bookseller to plan each season's buying in advance and prevent his being stampeded into an unbalanced budget by books published unexpectedly at the climax of a season. An example of what can happen was the publication of "Little America" at the height of the season two years ago. Booksellers had already bought fall books to capacity when this title was announced, so that while they did a good business with the title, any number of books already on their shelves went unsold in consequence. There will, of course, always be certain books of the moment, which must be pushed through to immediate publication, but the booksellers firmly believe in the impossibility of any sort of effective budgeting unless they know all that is to come.

Another suggestion is that buying be further simplified by having travelers' schedules so arranged that all houses will be represented in a given city within a limited time, so that comparative studies of the books can be made. It is possible that this might lead to congestion at the buyer's desk and prevent his giving any attention to other features of his business during the buying period, but there is undoubtedly some merit in seeing all the season's books within a short time and thus being able to make comparative estimates. "Book Shows" in key cities are also suggested as a means for giving the buyer the complete picture he needs for his seasonal

buying, but these again will have to be carefully studied before their worth will be made fully apparent. There may be some relation between these central book shows and the necessity, again brought out in this report, for depositories throughout the country but particularly on the Pacific Coast. It is certain that warehousing and shipping from New York deserves more careful study.

A practical means of effecting the announcement of the season's list by each publisher is suggested in the plan for a standard system of 3 x 5 cards having on one side factual information concerning the individual title and on the other a conventional form for stock control records. This seems to be a simple and desirable experiment and already some publishers have expressed their willingness to adopt the plan.

A very interesting feature of the Program is the recommendation of the establishment of a committee of the A. B. A., to prepare data concerning other lines of merchandise that can be sold in bookstores, in the event that a bookseller is unable to make enough gross profit in books alone to carry his business. This might possibly be a valuable feature, but it has been pointed out that such service might be very expensive to provide. The committee as suggested is probably intended to gather data concerning what lines are profitable and what the sources of supply are, without going very deeply into merchandising methods or comparative values.

Another suggestion is that more factual data be gathered through cooperative tests carried on by bookseller and publisher. These relate to two things: publishers' advertising and staple stock. The booksellers offer cooperation with publishers in gathering facts on the effectiveness of store displays and store advertising. If this is carried out, and the information made available to all publishers and dealers it will undoubtedly lead to an increased market through the development of better selling methods. Franklin Spier recently outlined at the Publishers' Ad Club a plan for making a bookstore test of publishers' advertising which several publishers reported to us seemed to be fool-proof. The staple stock test ought to settle pretty conclusively the debatable question of whether

or not staple back list items may be carried with profit. In connection with publishers' advertising the recommendation is made that direct mail-order advertising to booksellers be discontinued as a wasteful practice. Kenneth Collins in his just published "The Road to Good Advertising" stresses the same point. The Group feels that announcement of titles by means of the suggested index cards and dissemination of further information through trade journals will be thoroughly effective.

With the offer of full support to the upholding of the Joint Board of Publishers and Booksellers to rule on fair trade practices the booksellers open the way to a settlement of the many difficulties now present within the trade. They request at the same time that publishers also pledge themselves to accept the rulings of that body. It is not unreasonable to expect that the Joint Board can find greatly increased importance by setting itself sympathetically to the problem of treating trade difficulties. One of the concrete suggestions made concerning trade practices is that publishers might agree to adopt definite dates of publication during each month and that all books of all publishers be released on those dates. In this connection it is well to note that Little, Brown & Co. has already set up a schedule of release dates to which it has adhered with success. Other publishers would probably find little difficulty in this connection after a short period of adjustment. It would undoubtedly aid in reducing the present confusion and disharmony regarding publication dates.

The suggestion which will probably arouse the greatest amount of discussion among publishers is the proposal for a return privilege schedule here extended to all books. This involves a ten per cent return privilege over a year's time, with ninety per cent credit. Return plans of various sorts have been in existence in the book-trade for many years, but until the inauguration of the Viking Plan this year, they were in the main individual agreements between publisher and bookseller and were completely unstandardized. This is an endeavor to reduce the factor of dead stock with the retailer and thus to free capital for further use. It also hopes to reduce the hazard of judging new books by unknown authors. Booksellers in the past

have felt that the publisher had to expect that the retailer would gamble unsupported on a new author. The return plan suggested by Franklin Watts elsewhere in this issue was submitted to the *Publishers' Weekly* about two months ago and is not intended to coincide with or take the place of the plan suggested by the A. B. A. It has, however, brought out some new arguments which it was felt might illumine any plan for returns and is submitted in that light. In the case of remainders it touches a point not mentioned in the A. B. A. program.

The Program then proposes that booksellers who give evidence that they have put into their business good control practices, (this would presumably include most department stores) should be given 40% on reorders as well as on travelers' orders. The booksellers believe that with good stock records they must reorder frequently in one's and two's and should not be penalized for so doing, as reorders mean more satisfied customers and greater total business. Special orders, it has been pointed out, are expensive for *both* retailers and publishers to handle, but the trade has a common interest in keeping customers satisfied.

Publishers may be expected to bring forward in this discussion that what both parties also need is newly effective methods to build sales. Accompanying the needed control of investments there needs to be a fighting effort for sales and the program, so far as ready, lays little effort on that aspect of the economic situation.

Heretofore publishers have felt that by granting a long dating on advance orders they were at once doing the bookseller a favor and helping themselves by encouraging the booksellers to make a large initial order. The booksellers now propose that publishers eliminate long dating but allow a 2% cash discount for the prompt payment of bills. It is being pointed out that wholesale stationers have long granted cash discounts with the result that many booksellers have turned their available cash over to these manufacturers to obtain the discount offered, much to the discomfiture of the publishers as creditors. Under the proposed plan, it is argued that there would be more liberated money for both publisher and bookseller to work with. The organ-

ized booksellers also offer their full cooperation to the Publishers' Credit Conference, but make the ominous estimate that unless some form of relief is found, there may be a necessary moratorium of many retail accounts within the next three months.

In regard to the "flat forty" and cash discount privilege the booksellers suggest that such privilege be granted only to booksellers who are "recommended," that is, who have put their houses in order and are endeavoring to do business on a businesslike basis. Whether it would prove practicable to build up such a list of recommended booksellers and whether anyone can edit such a list with authority would be difficult to prophesy. If the A. B. A. makes this list of recommended booksellers for the publisher to deal with, who can say but what the same idea might be turned around and the Publishers' Association supply to booksellers a list of "recommended" publishers with whom it is best to deal?

The Franklin Watts Plan

IN THIS ISSUE we are printing an ingenious plan worked out by a bookseller, Franklin Watts. The special features of Mr. Watts' plan, a variation of the return privilege idea, are that it prevents the plug from becoming a remainder; and that it distributes the burden of the plug problem among authors, publishers and booksellers. We are not for the moment arguing the merits of a return privilege plan. We are concerning ourselves only with methods.

We submitted Mr. Watts' article in galley form to some of our bookseller and publisher friends, a number of whom have commented upon it. We shall have space to quote the reply of only one bookseller and one publisher. Robert Saltmarsh of Hutchinson's in New Bedford writes: "This plan is not only interesting but it seems, at least at a glance, sound and reasonable. I venture a guess that at least some of the publishers will agree to give this a trial, if not outright, then with a selected portion of the retail trade. The idea seems not only intelligently thought through but shows a consideration of the problem from the point of view of each party concerned.

"Perhaps 40% of the list may not be the fair return value; the time periods may

not be the right ones; the publisher may feel that a minimum time limit before return may be necessary; but these are details that it should be profitable to work out in joint conference. I think the amount of loss which the retailer must still absorb in this plan, first of 20%, then the additional cost of overhead, perhaps of 33-1/3% would be sufficient to curb unsound merchandising.

"On the other hand the possibility of increasing turnover and other new titles with a greater frequency and to a greater extent should have value.

"The whole idea is so thoroughly interesting and seems so reasonable that it ought to be possible to put it in operation on a large scale."

William B. Corrigan of William Morrow and Company writes: "The article has some very good points, but I do not agree with the author when he says 'The plan does not depend for its success upon the universal adoption by the publishers.' Numerous plans of this sort have been suggested recently, many of which have had meritorious features, but none of which can hope to be of more than slight benefit to the bookseller unless the majority of the publishers agree to adopt and abide by one of them.

"I like the plan proposed in this article principally because it makes the bookseller assume partial responsibility for the costs involved in the disposal of plugs. Some businesslike system should be adopted by all publishers which will aid the bookstores to absorb the terrific loss they now sustain on dead stock. Under the present haphazard methods, the problem of helping the bookstore is largely dependent upon the good feeling existing between the salesman and the buyer, and upon how far the salesman and his House think they have to go in order to retain the good will of the particular store. This does cause a great deal of friction between both parties, and I agree that this plan would eliminate most of it.

"Granting that the proposed plan is simple, beneficial, and workable, let's make a few counter-suggestions from the point of view of the publisher. I think publishers will agree that it is fair and reasonable, but I feel sure they would want to insist on the following for which a system of

notification would have to be worked out: That they retain the option of saying what titles are to be destroyed, and when, because of the danger of destroying still salable books.

- (a) The salable life of a book varies greatly, depending on the type of book in question.
- (b) The publisher's sale of certain books continues long after they have ceased to sell in the bookstores.
- (c) Books which have ceased to sell in certain sections of the country may still be quite active in another section.
- (d) Publishers would have to consider each individual title from the angle of royalty payments and unearned advances.
- (e) It would be more practical to figure from publication dates rather than in stated six months periods.

"This plan does not consider the problem of the publisher's own overstock. The Resolution of the Joint Board last year in agreeing not to remainder fiction under a year, and non-fiction under three years is a step in the right direction. But the evils resulting from the tremendous flood of remainders in the drug and cigar stores' market has created a very unhealthy condition. If this situation could be eliminated entirely, the public could be weaned back to the bookstores, and the stores, therefore would have only reasonable markdowns to contend with. I don't know how many publishers would openly admit it, but surely the very best thing we could do would be to pulp all overstock.

"The whole problem reminds me of the vaudeville actor's bromide—'Don't sell the old homestead, Mother. Burn the damned place!'"

One of the questions immediately raised by this plan is that of how it would work out in relation to the authors. Ralph Henry, of Carson, Pirie, Scott in Chicago, wires us as follows: "Would not the authors have to wait for royalty settlements until the time limit for credit allowances had expired? It seems to me that the successful working out of the plan depends upon this and I doubt if the publishers could sell this idea to the authors."

Weather
Changeable

P. W. Form-Sheet

Neck and Neck

The March Best Sellers

Fiction

- THE GOOD EARTH.** By Pearl S. Buck. John Day, \$2.50. Highest racing average on U. S. tracks. The best seller of the last month in such stores as Marshall Field's, Emery, Bird, Thayer's in Kansas City, and Graham's in Spokane. Its 22nd printing is 25,000 copies.
- MARY'S NECK.** By Booth Tarkington. Doubleday, Doran, \$2.50. Second by more than a neck. Fiction leader in St. Paul Book and Stat'y Co., Osborne's in Santa Barbara, etc.
- MISS PINKERTON.** By Mary Roberts Rinehart. Farrar & Rinehart, \$2. Weight—45,000 copies.
- THE GOLDEN YEARS.** By Philip Gibbs. Doubleday, Doran, \$2.50. Came in first at Wanamaker's in Philadelphia, Vroman's in Pasadena, etc.
- PERIL AT END HOUSE.** By Agatha Christie. Dodd, Mead, \$2. March winner at the Everyday Book Shop, Burlington, Vt. In active demand at John Skinner's in Albany.
- LOADS OF LOVE.** By Anne Parrish. Harper, \$2.50. A special favorite with the rail-birds at the southern tracks.
- THE CHALLENGE OF LOVE.** By Warwick Deeping. McBride, \$2. Won first money at Loeser's in Brooklyn, and showed speed at the other New York department stores.
- AND LIFE GOES ON.** By Vicki Baum. Doubleday, Doran, \$2.50. Winner at The Booke Shop, Providence, and The Meridian Book Shop, Indianapolis.
- MAGNOLIA STREET.** By Louis Golding. Farrar & Rinehart, \$2.50. Won easily at Abraham & Straus, Brentano's in Chicago, and Burrows Bros. Now leading at most N. Y. and Philadelphia tracks.
- MR. AND MRS. PENNINGTON.** By Francis Brett Young. Harper, \$2.50. The best seller at Stewart Kidd's in Cincinnati in March.

Non-Fiction

- ONLY YESTERDAY.** By Frederick L. Allen. Harper, \$3. Nosed out "The Epic" and still the non-fiction winner according to the American News Co.
- THE EPIC OF AMERICA.** By James Truslow Adams. Little, Brown, \$3.75. Though outrun last month, "The Epic" now tips the scales at 110,000 copies and is still the favorite on many tracks.
- A FORTUNE TO SHARE.** By Vash Young. Bobbs-Merrill, \$1.50. Cantered in first at Burrows Bros. in Cleveland, Miller's in Atlanta, Rhodes Bros. in Tacoma, and other tracks.
- CULBERTSON'S SUMMARY.** By Ely Culbertson. Bridge World, \$1. A veteran money-winner that is still leading the field at Fowler Bros. in Los Angeles, Elder's in San Francisco, and elsewhere.
- THE STORY OF MY LIFE.** By Clarence Darrow. Scribner, \$3.50. Won the purse at Brentano's in Chicago. Running easily in New York stores.
- ONCE A GRAND DUKE.** By Grand Duke Alexander. Farrar & Rinehart, \$3.50. First at such widely separated tracks as Wanamaker's in Philadelphia, Robinson's in Los Angeles, and Lowman & Hanford's in Seattle.
- WASHINGTON MERRY-GO-ROUND.** Anonymous. Liveright, \$3. An old-timer that is sticking right along especially in the middle west.
- WAY OF THE LANCER.** By Richard Bole-slavski and Helen Woodward. Bobbs-Merrill, \$3.50. The eastern favorite. Took all the money at the New York courses.
- THE UNITED STATES IN WORLD AFFAIRS.** By Walter Lippmann and William O. Scroggs. Harper, \$3. Fighting against a crowded field. Good sales reported this week by John Skinner, the Cornell Co-operative Society, etc.
- THE AUTOBIOGRAPHY OF LINCOLN STEFFENS.** Harcourt, Brace, \$3.75. An active entry at many tracks throughout the country.

P. W. Form-Sheet

Track
Heavy

At the Starting Post

CONTRACT BRIDGE FOR AUCTION PLAYERS. By Ely Culbertson. Garden City Pub. Co., \$1.

GOD AND MY FATHER. By Clarence Day. Knopf, \$1.

THE GREEK COFFIN MYSTERY. By Elery Queen. Stokes, \$2.

CZARDAS. By Jenő Heltai. Houghton Mifflin, \$2.50.

NO! NO! THE WOMAN! By Norman Klein. Farrar & Rinehart, \$2.

SPAWN OF THE NORTH. By Barrett Woughby. Houghton Mifflin, \$2.

WITHOUT MY CLOAK. By Kate O'Brien. Doubleday, Doran, \$2.50.

Fifty thousand advance copies were sold and the second edition of 25,000 is nearly exhausted. Good sales reported by bookies everywhere in the East.

If any more of these new dollar books come along the reprint publishers will begin complaining! This little dark colt is doing very nicely in N. Y. aided by excellent reviews. "It's a little gem," says Isabel Paterson, and Amy Loveman writes, "It is a book to read in an hour but to preserve permanently."

A large retail bookstore placed the biggest advance order of its career for any mystery story, and one of the two largest N. Y. jobbers placed an advance order for four times as many copies as they did on "The Dutch Shoe Mystery."

The trainers say they are backing this book's good reviews with considerably more advertising than the advance sales warranted.

One of New York's better mysteries, but Philadelphia, accustomed to betting on sure things, refuses to ante up. Anna Graf of the Beacon Book Shop says it's swell. It's the "hard-boiled" type.

"We believe this is the perfect type of popular novel,"—the owners. They have some grand two-color posters and window-display material ready.

We wouldn't be surprised if this filly took the Hawthornden Prize.

Dark Horses

A MODERN HERO. By Louis Bromfield. Stokes, \$2.50.

PITY OF GOD. By Beulah Marie Dix. Viking Press, \$2.50.

DEATH RATTLE. By Hanns Gobsch. Little, Brown, \$2.

TWENTY THOUSAND YEARS IN SING SING. By Lewis E. Lawes. Long & Smith, \$3.

TOPPER TAKES A TRIP. By Thorne Smith. Doubleday, Doran, \$2.50.

THE AUTOBIOGRAPHY OF A BANKRUPT. By Julian Sherrod. Brewer, Warren & Putnam, \$1.50.

THE BLACK SWAN. By Rafael Sabatini. Houghton Mifflin, \$2.

The trainers are preparing a big nation-wide advertising and promotion campaign for the send-off on April 28th. Very different from Bromfield's other novels, but it will make the dust fly just the same.

Fresh from training-quarters, this colt looks great. It's a good story, and if it catches public attention should be an easy winner. At the tracks April 29th.

May 6. Charles H. Denhard thinks this may be another "All Quiet."

Wearing book-club colors, and with a natural publicity appeal, it is slated for championship honors. First work-out May 2nd.

Get your lists of Thorne Smith rooters ready for May 5th—and take another look at the pictures in the April 9th P. W.

The Retail Bookseller says it's sort of a combination of "Scapegoats" and "A Fortune to Share." If it is, it ought to be good. Coming May 13th.

May 18th. Dat old wag Houghton Mifflin says "We are giving 'The Black Swan' a royal launching and we are looking for the booksellers to hoist the sales."

Customers' Choice

WE HAVE become so accustomed to getting the answer "Terrible!" to any question we ask about the state of the book business that we got quite a shock when one bookseller this week said "Swell!" The bookseller was Louise Sinnickson who manages the Ardmore, Pa., branch of McCawley's Bookstore. She said "Swell!" very distinctly. The shop was opened in the Year of Gloom, 1931, and has been successful from the very start. It ought to be; as it impressed us as the brightest and best laid out shop we have seen in a long time. Personal letters and telephone calls to regular customers, of whose taste Miss Sinnickson is a very good judge, have helped boost sales tremendously, and occasional art exhibitions bring new people in. Local authors are popular there at present. Irina Skariatina and Olga Woronoff live nearby and "A World Begins" and "Upheaval" are selling well. "I Would Live It Again" is another book which is moving quickly, due in part to the fact that Mrs. Forraker's daughter has been living in Ardmore. Other best sellers are "Way of the Lancer," "House for Sale," "And Now Goodbye," "Bright Skin" and "Boomerang."

Customers coming into the Ardmore shop for garden books find a good selection there, but they are usually advised to go to the original McCawley shop in Haverford and see Mr. McCawley, himself. He is a landscape designer as well as a bookseller and knows just the sort of garden book that fits the individual need.

We asked other Philadelphia bookshops about local authors and discovered that Philadelphians are among the most loyal book buyers in the world. "A World Begins" is having a great success in Wanamaker's, Strawbridge & Clothier, the Quill Bookshop, the Twickenham Bookshop in Ardmore and a number of others. "Upheaval" is popular, too. A very successful tea was given Mme. Woronoff a short time ago by the Twickenham shop, which now counts her book as one of its best

sellers. And then there is "Rufus Starbuck's Wife" which is said to give the low-down on a prominent Philadelphia family. This appeals particularly to the suburbanites. Q. Patrick, who lives on the Main Line has given his "Murder at the Women's City Club" a local setting and spends happy hours planning how he'll spend his royalties. This mystery, by the way, is to be dramatized by Rosalind Ivan, who did the enormously successful version of "The Brothers Karamazov" used by the Theatre Guild a few years ago.

The Twickenham Bookshop also operates a highly successful mailing list, through which personal letters regarding new books are sent on occasion to selected customers. Out of 250 letters recently sent out, 25 brought actual sales for "The Art of Being a Woman." A three per cent return is considered normal for mail advertising.

When the Doubleday, Doran Book Shop in the Broad Street Suburban Station, Philadelphia, received its stock of "House For Sale," Ken McCormick, the manager, went to one of the local movie theaters and got a large size cut-out of Elissa Landi which he put in the window. It wasn't long before a re-order was dispatched. Other active titles in this shop are "Recovery," "Magnolia Street," "Bright Skin" and "Three Loves."

At the Quill Bookshop the personal enthusiasm of Katharine Leiper accounts for the steady sale of "The Diary of a Provincial Lady." Two other titles having an especially good sale there are "The Double Heart" and "Heritage of Years."

An effective window display in the Putnam Bookstore, New York, put "How to Make Watercolors Behave" into second place on the best seller list there this week. Nearly every sale of this title is directly traceable to the very unusual window display. "The Pony Express" and "The



This window display, made by the Iowa Supply Company, has been awarded first prize in a contest for window displays of travel books held by Robert M. McBride & Co.

Tragedy of X" both of which were given prominent window display were fourth on the non-fiction and fiction lists, respectively.



At the Sign of Ben Jonson's Head, John Skinner's Book Store in Albany, customers call for "And Life Goes On," "Magnolia Street," "Way of the Lancer," "The U. S. in World Affairs," "The Peril At End House" and "Bright Skin." The new Culbertson and "Ask Me Again" are starting out well, Mr. Skinner reports and adds, "Publication dates are not observed at other places in this town, and so we don't enter much advance order business. Sunday supplements largely regulate the inquiries for titles the following week. Advertising rather than merit sells the books, I'm afraid."



No booksellers were able to guess who was really the author of "Love Lightly" so Brewer, Warren and Putnam had to award the \$25 prize instead to the best essay received. Beulah L. Allen of The Copper Kettle, Rockland, Maine, took the prize. Katharine Brush, Faith Baldwin, Margaret Pedler, Margaret Widdemer, Vida Hurst, Lida Larrimore and Eunice Chapin were all accused of writing the

book. It happens to be Margaret Sangster's first novel, and it was published on April 22.



"Young Culbertson of Broadway
By the nine gods he swore
That he could take with 13 cards
Eight tricks or nine or more."

Thus begins a circular sent out to customers by Alice Blanchard from her Everyday Bookshop in Burlington, Vermont. "This bookshop," continues the circular, "willy nilly, is obliged to be Contract-minded this month. If you who read scorn the game please bear with us. With the great Ely's Olympic Tournament just past; his radio talks just beginning; the Official System gaining supporters every day and every player wanting to know the latest contract books and other helps we simply have no choice." After a recommendation of good bridge books, "Non-such," "The Goldfish Bowl" and "Ask Me Again" are recommended as bridge prizes.



The Making Windows Sell Department originally scheduled for this week has been unavoidably postponed until next week, when a discussion will be held of window displays suitable for small but busy shops.

Communication HOT & BOTHERED

3026 Bainbridge Avenue,
New York,
April 6th, 1932.

Editor, *Publishers' Weekly*:

THE writer is amused to note the admonition of "The Inner Sanctum" to buy books from one's own bookseller! He wonders what significance such a phrase could have for a resident of the great borough of the Bronx. The writer has utterly failed to find a bookstore in the Bronx; and in Manhattan the most he can do is *order* the book of his choice from any bookstore. As a consequence, he has been driven to the publishers on several recent occasions.

If a book is new and popular, the bookstore has just sold the last copy, but will be happy to order it. If it is not so popular the bookseller is sorry, he does not stock it; but he will gladly order it. If it is neither so very new nor so very popular the bookstore is able, after some puttering about in catalogs, to inform you that it is out of print; which you half believe, until you come to the publisher, who properly reviles the bookseller. Simon and Schuster might be interested to know that their book by Bolitho was available at no one of three outstanding bookstores, and was finally ordered through Wanamaker's.

Just where is my local bookseller?

EVERETT MEYERS.

Obituary Notes

WALTER NOBLE BURNS

WALTER NOBLE BURNS, well-known author of "The Saga of Billy the Kid," and newspaper man, died at the age of 58 in the Augustana Hosiptal, after an operation, on April 15. Mr. Burns was born in Lebanon, Kentucky, and started his newspaper career on the Louisville *Evening Post*, when he was eighteen. Until 1910 Mr. Burns was associated with a number of different papers and later joined the staff of the *Chicago Tribune*. After the World War, he was associated with Vanderhoof & Co., an advertising agency in Chicago, but recently he had spent all his time collecting material for his books about the old Southwest. Besides his "Saga of Billy the Kid," published in 1925 by

Doubleday, Mr. Burns wrote "A Year With a Whaler," "Tombstone," "The One-Way Ride," and "Robin Hood of Eldorado," published this February, Coward-McCann.

SIR PATRICK GEDDES

SIR PATRICK GEDDES, naturalist, sociologist and founder of the Geddes & Colleagues publishing house, devoted to Celtic and general literature, art and education, died on April 17 at Montpellier, France. He was 78 years old. Sir Patrick was born in Perth, Scotland, studied at the University College, London, the Royal School of Mines, the University of Edinburgh, University of Montpellier, the Sorbonne and other Continental institutions. He was vitally interested in sociological investigation, and planned the enlargement of Jerusalem, designed the university opened by Rabindranath Tagore in Bengal and was made famous by his reconstruction of old Endinburgh. He traveled extensively in scientific research work and wrote, with Sir J. Arthur Thompson, "The Evolution of Sex," "Evolution," "Problems of Sex," and "Outlines of General Biology." He also wrote "Chapters in Modern Botany," "City Development," and "Cities in Evolution."

Changes in Price

STANFORD UNIVERSITY PRESS

"Oh Ranger," a book about the National Parks, by Horace M. Albright and Frank J. Taylor, has been reduced from \$2.50 to \$1.00, effective April 1.

Business Notes

BROOKLYN, N. Y.—Harold R. Johnson, mail order dealer in out-of-prints and first editions, is now located at 258 57th St.

LONDON, ENGLAND.—The Varda Bookshop, Ltd., has moved from 189 High Holborn Street to 222 Shaftesbury Avenue (New Oxford Street) W. C. 1. The shop will carry on its business of modern first editions to which it is adding a large stock of second-hand and miscellaneous books. A new catalog is now on the press but the shop requests that in the meanwhile members of the trade make note of its new address.

NEWPORT, N. H.—The Stamford Bookshop of Stamford, Conn. will open a branch at the above address in May under the name of The Newport Bookstore.

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Adams, Frank R.

King's Crew. 332p. D c. N. Y., Long & Smith \$2
An adventure novel, laid in California, about four young people who called themselves King's Crew.

Adams, Herbert

The woman in black. 309p. D c. Phil., Lip-pincott \$2
Beresford Wilson, English journalist, was pronounced "not guilty" of the murder of his wife only to be killed a few hours later. Who was the woman in black who had visited Mrs. Wilson before her death?

Aldington, Richard

Soft answers. 313p. D '32, c. '31, '32 Garden City, N. Y., Doubleday \$2.50
Six stories by the author of "The Colonel's Daughter."

Allen, Geoffrey, and McKay, Roy

Tell John; the message of Jesus Christ and present day religion. 221p. D ['32] N. Y., Macmillan \$1.50
Religious essays.

Ames, Esther Merriam

Patsy for keeps; a Patsy and Patsy Ann put together book. 95p. il. (pt. col.) O [c.'32] N. Y., Gabriel bds. \$1
A story for small children with colored cut-out pages to paste on outline illustrations.

Anonymous

Babylon on Hudson. 368p. D c. N. Y., Harper bds. \$2.50
A novel laid in New York during the time from the summer of 1929 to the end of 1931 which attempts to picture the graft and corruption prevalent in the life of the city.

Bailey, Henry Christopher

The Garston murder case. 299p. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

Baronian, Hagop

Gentlemen beggars; a comedy in five acts; tr. by Ervant D. Megerditchian; lim. signed ed. '31 Bost., Van Press \$2

Barr, Meyer Bernard

Studies in social and legal theories. 148p.

(bibl.) D [c.'32] Phil., Carwardine-Garrett Co. \$2.50

"An historical account of the social, ethical, political and legal doctrines of the foremost ancient and medieval philosophers."

Barrows, Marjorie, comp.

A book of famous poems for older boys and girls. 128p. il. D '31 Racine, Wis., Whitman Pub. Co. bds., 50 c., bxd.; 10 c.

"Beachcomber," pseud. (John Bingham Norton)

By the way; il. by Nicolas Bentley. 390p. D [n. d.] Garden City, N. Y., Doubleday \$2
Amusing sketches and verse by an English humorist.

Beatty, Richmond Croom

William Byrd of Westover. 254p. (5p. bibl.) il. O c. Bost., Houghton \$3
A biography of the 18th century Virginia Cavalier.

Beddoes (Thomas Lovell); an anthology; ed. by F. L. Lucas. 212p. D (Poets in brief) '32 [N. Y., Macmillan] \$2

The first volume in a new series of anthologies which will include complete poems, brief fragments and even memorable lines of each poet represented.

Berendsohn, Walter Arthur

Selma Lagerlöf, her life and work; tr. by George F. Timpson; preface by V. Sackville-West. 156p. il. O '32 Garden City, N. Y., Doubleday \$2.50

A study of the distinguished Swedish author, the first woman to win the Nobel Prize for Literature and the only woman who has ever been included among the eighteen members of the Swedish Academy.

Bernardet, P.-A.

How foreigners are taxed in France; ed. by O. C. Zilisch [tr. by W. A. R.]. 181p. O [c.'31] N. Y., Brentano's flex cl. \$2.50

A guide to French taxes as applied to the foreigner who sojourns, resides, or has business interests in France.

Bible

Bible verses to memorize; comp. by Helen Miller Gould Shepard. 96p. S [n. d.] N. Y., Amer. Tract Soc. 50 c.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Bloomfield, Paul, and Bloomfield, Millicent, comps.

The traveller's companion; a travel anthology. 323p. il. (col. front.) D '32 N. Y., Century flex. cl. \$2.50

Selections from the comments of poets, philosophers, wits, artists and wanderers of the past and present on the scenes of their travels, together with some information to aid the traveler.

Bradford, Roark

Ol' King David an' the Philistine boys. 233p. il. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

Brent, Bp. Charles Henry

Adventures in prayer; ed. by S. S. Drury. 116p. S c. N. Y., Harper \$1.25
Selected prayers of the late Charles H. Brent, one-time Bishop of the Philippines and later Bishop of western New York.

Brunini, John Gilland

The Mysteries of the Rosary. 26p. D c. N. Y., Macmillan \$1
Lyrics on the fifteen Mysteries of the Rosary.

Burton, Beatrice [Mrs. Victor Morgan]

Mary Faith. 284p. D (Popular copyrights) [c.'30, '31] N. Y., Grosset 75 c.

Bury, John Bagnell

The idea of progress; an inquiry into its origin and growth; introd. by Charles A. Beard. 397p. (bibl. footnotes) O c. N. Y., Macmillan \$2.50

The first American edition of Dr. Bury's well-known book on the history of ideas and thought.

Cahen, Alfred

Statistical analysis of American divorce. 149p. (3p. bibl.) diagrs. O (Studies in hist., economics and public law no. 360) c. N. Y., Columbia Univ. Press \$2.25

Campbell, Thomas D.

Russia, market or menace? 158p. il., maps D c. N. Y., Longmans \$2

A picture of Soviet economics by a wheat specialist who was asked by the Russian government to assist in the development of their wheat system under the Five Year Plan.

Carew, Harold D.

Gypsy caravan [verse; lim. ed.] 58p. D '31 c. Sierra Madre, Cal., Lantern Press bds. \$1.50

Carpenter, Sara Stone

Pastoral and vespers; with memories turned to music [verse]. 115p. D [c.'32] Bost., Badger \$2

Carrington, Fitzroy, ed.

A print lovers hundred. 147p. il. '32 N. Y., Rudge \$2

Casey, Robert Joseph

News reel. 306p. D [c.'32] Ind., Bobbs-Merrill \$2

A swift-moving detective story in which Joe Crewe and Jim Sands solve the mystery surrounding the death of Foray, developer of the Atlantic News Reel laboratory who was found in the dark printing-room.

Chamberlain, F. E.

The revelations of life [philosophy] 166p. il. O '31 Los Angeles, Austin Pub. Co.

\$1.50; pap., \$1

Chapin, Eunice

Pick up. 312p. D (Popular copyrights) [c.'31] N. Y., Grosset 75 c.

Chapman, Herman H.

Forest management. 544p. il. '32 Albany, N. Y., J. B. Lyon & Co. \$4.50

Chesterfield, Philip Dormer Stanhope, 4th earl of

The letters of Lord Chesterfield; ed. by Bonamy Dobrée; 6 v.; lim. ed. various p. (bibl.) O (King's Printers ed.) '32 N. Y., Viking buck., \$50, bxd.

The first complete edition, containing 1400 letters which have never before been published.

Chidsey, Donald Barr

Sir Humphrey Gilbert, Elizabeth's racketeer. 211p. (3p. bibl.) il., map O c. N. Y., Harper \$3

A biography of the Elizabethan courtier who plundered the ships of other nations on the high seas and influenced the development of England's empire.

Chipman, Frank W.

The romance of old Sandwich glass; with dictionary of old Sandwich patterns. 158p. il. O [c.'32] [Bost., Sandwich Pub. Co., 739 Little Bldg.] \$5

An authoritative and informative guide for collectors of old Sandwich glass which tells its history and describes its many patterns. The author is an authority on the subject being the son and grandson of Sandwich glassmakers, having spent his life in Sandwich, Massachusetts, and having its collection as his vocation.

Church, Frederic C.

The Italian reformers, 1534-1564. 440p. (13p. bibl.) O c. N. Y., Columbia Univ. Press \$5

A study of the leaders of the Italian Reformation.

Clemens, Cyril

Mark Twain the letter writer. 181p. il. O c. Bost., Meador Pub. Co. \$5

An interpretation of Mark Twain through his letters, many of which are included in the text, ranging in date from 1868 to 1910.

Collins, Kenneth

The road to good advertising. 222p. D [c.'32] N. Y., Greenberg \$2.50

The Executive Vice-President and Publicity Director of R. H. Macy & Co. gives the retailer his views on advertising, his experiences and advice.

Alvarez Quintero, Serafin, and Alvarez Quintero, Joaquin

A sunny morning; a comedy of Madrid in one act; tr. by Lucretia Xavier Floyd. 18p. il., diagr. D (French's internat'l copyrighted ed., no. 711) c. '14 N. Y., S. French pap. 30 c.

Anonymous

Opus V [verse; lim. ed.] Q '31 [Bost., Merry-mount Press] half lea., priv. pr.

Boyer, Philip Albert, and Boyer, Martha E.

The Boyer speller, grades 2-6; 5 v.; Catholic ed. various p. (bibls.) D [c.'31] N. Y., Hinds, Hayden & Eldredge pap. 20 c., ea.

Bradish, Joseph A. von

Amerikaner deutschen Blutes. 20p. D c. N. Y., B. Westermann 50 c.

Chernin, Maurice

Daily French course; simple and practical with pronunciations. 102p. S [c.'32] [New Haven, Conn., Author, 42 Orchard St.] pap. 65 c.

Collison, Wilson [Willis Kent, pseud.]

Blonde baby. 245p. D (Popular copyrights) [c.'31] N. Y., [Grosset] 75 c.

Comstock, Mrs. Harriet Theresa Smith

Fate is a fool. 318p. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

Confrey, Burton

Faith and youth; experiences in the religious training of Catholic youth as a phase of pastoral theology. 235p. D c. N. Y., Benziger \$2

Connelly, Vernie E.

Runaway wife. 242p. D (Popular copyrights) [c.'32] N. Y., Grosset 75 c.

Married at seventeen to a man she didn't love, to fulfill her dying father's wishes. Jean ran away from her husband into a maze of new experiences and new surroundings.

Cousins, James H.

A wandering harp; selected poems. 315p. (bibl.) front. (por.) D c. N. Y., Roerich Mus. Press \$3; lim., signed de luxe ed., \$10 From the work of an Irish poet.

Curwood, James Oliver

Falkner of the inland seas. 301p. D (Popular copyrights) [c.'05-'31] N. Y., Grosset 75 c.

Davie, Maurice R.

Problems of city life; a study in urban sociology. 730p. O (Wiley social science ser.) '32 N. Y., Wiley \$4.25

Deeping, Warwick

Old wine and new. 387p. D c. N. Y., Knopf \$2.50

The story of an Englishman returned from the war, who learned what life and love are from two entirely different women.

Delafield, E. M., pseud. [Mrs. Edmée Elizabeth Monica De La Pasture Dashwood]

Turn back the leaves. 320p. D (Popular copyrights) [c.'30] N. Y., [Grosset] 75 c.

Deland, Mrs. Margaret Wade Campbell

Captain Archer's daughter. 323p. maps D c. N. Y., Harper \$2.50

A story of Maine seafaring folk—of Captain Archer, his daughter who eloped with a Portuguese captain, and her son, young "Cap."

Duggan, Anne Schley

Tap dances; music arranged by Esther Allen Bremer. 138p. il., diagrs. Q c. N. Y., A. S. Barnes \$2

A textbook of tap routines for instructors of physical education.

Duryea, Mrs. Nina Larrey Smith

The pride of Maura. 315p. il. D [c.'32] N. Y., Sears \$2.50

Mallorca is the scene of the love story of Ann Adams, New Englander and Don Jaime, Spanish noble.

Eckstein, Gustav

Lives. 216p. il. O c. N. Y., Harper \$2.50 The author of "Noguchi" describes lives of some animals he has observed—white rats, cockroaches, a parrot, and others.

Eden, Rob, pseud. [Robert Ferdinand Burkhardt, and Eve Burkhardt]

Second choice. 258p. D (Popular copyrights) [c.'32] N. Y., Grosset 75 c. Judith Avery loved a man and told him so but she was his second choice.

Erbacher, Ludwig Alban

Women of the Fatherland. 173p. D [c.'31] Los Angeles, Wetzel Pub. Co. \$1.50

A story of Germany during the World War told from the viewpoint of the woman at home.

Everyman's encyclopaedia; vs. 9 and 10; new and rev. ed. 774p., ea. il., maps, diagrs. D [c.'31,'32] N. Y., Dutton \$2.50, ea.

Farrell, James T.

Young Lonigan; a boyhood in Chicago streets; introd. by Frederic M. Thrasher. 308p. O c. N. Y., Vanguard \$3.75

The story of Spuds Lonigan gives a realistic picture of the street-life of adolescent "tough" boys in a large city.

Farrington, Franklin Fillmore

Realizing prosperity. 183p. T '31 c. Los Angeles, Wetzel Pub. Co. \$2

A personal philosophy for successful living.

Fletcher, Mrs. Inglis

Red jasmine; a novel of Africa. 350p. D [c.'32] Ind., Bobbs-Merrill \$2

The story of a young English couple, prominent in social and political life, who go to Aziziland in Africa for the purpose of reporting conditions to the Colonial Office, and of the emotional crisis they experienced there.

Flippin, Percy Scott

Herschel V. Johnson of Georgia, state rights unionist. 336p. il. O '31 Richmond, Va., Dietz Pr. Co. \$5

Fontainerie, F. de la, ed. and tr.

French liberalism and education in the eighteenth century. 385p. D (McGraw-Hill educ. classics) '32 N. Y., McGraw-Hill \$2.25

Forbes, Cosmo

Where the cobra sings. 287p. D [c.'32] N. Y., Macaulay \$2

The story of an American in Cambodia and his love for a native girl.

France, Anatole

At the sign of the Queen Pédauque; il. by Nathan Machtay. 252p. O (Universal lib.) [c.'32] N. Y., Grosset \$1

Creasey, F. W.

The barber salesman; scientific tonsorial knowledge. 135p. D [c.'31] [Guthrie, Okla., Co-operative Pub. Co.] \$3

Crook, Margaret B.

An outline of the literary history of the Bible. c.'32 N. Y., Abingdon pap. folder 50 c.

Deckard, Percy Edward, M.D., comp.

Genealogy of the Deckard family; showing also those descended from Decker, Deckert, Decher, Dechert, Decherd, etc. 893p. front. (por.) O [c.'32] Richfield, Pa., Compiler \$9.50

Dublin, Mary

The amount of life insurance in the United States. 14p. (3p. bibl.) O (Misc. contribs. on costs of medical care, no. 11) [c.'32] Wash., D. C., Committee on Costs of Medical Care pap. apply

Farey, Sylvia

Sylvia practical beauty culture; a student guide. 46p. D [c.'31] Cleveland, O., Author, 8230 Euclid Ave. \$1

Fouts, Seneca

Zero hour [verse]. 68p. il. O [c.'31] [Portland, Ore., Shadow Pub. Co.] pap. \$1.50

Gardiner, Gordon

The man with a weak heart. 282p. D '32 Bost., Houghton \$2

Ian Fenton, an English gentleman who was the victim of wealth and a weak heart, became embroiled in adventure and found himself the hero of a Central American revolution.

Glynn, Sir Joseph A.

Life of Matt Talbot. 108p. il. D '32 Milwaukee, Caspar, Krueger, Dory Co. \$1

Goodman, Christopher

How superior powers ought to be obeyed; reproduced from the ed. of 1558, with bibliographical note by Charles H. McIlwain. 234p. T (Facsimile Text Soc.) '31 N. Y., Columbia Univ. Press \$3

Griffiths, Maurice

The magic of the swatchways; cameos of cruising in small yachts. 235p. il., map O '32 N. Y., Longmans \$4

Recollections of voyages on the English coastline by the editor of *The Yachting Monthly*.

Groves, Ruth Dewey

The husband hunter. 268p. D (Popular copyrights) [c.'30, '32] N. Y., Grosset 75 c.

Phillipa West was tired of being a stenographer, so she started hunting for a wealthy husband.

Growth and development of the child; pt. 3.

Nutrition. 552p. (bibls.) diags. O (White House Conference on Child Health and Protection pub'n, sect. 1, medical service) [c.'32] N. Y., Century \$4

An estimate of modern scientific knowledge about nutrition in respect to child health. A report of the Committee on Growth and Development.

Gwynn, Stephen Lucius

The life of Horace Walpole. 285p. il. O '32 Bost., Houghton \$4.50

A biography of the eccentric 18th century English author, drawn from his correspondence and his writings.

Hadath, John Edward Gunby

The seventh swordsman; a mystery story. 308p. il. D [c.'32] N. Y., Century \$2

For boys.

Haggard, Howard Wilcox, M.D.

The lame, the halt, and the blind; the vital rôle of medicine in the history of civilization. 444p. il., diags. O c. N. Y., Harper \$4

Interesting information about medical practice in the past and present which shows its increasing power and knowledge, by the author of "Devils, Drugs, and Doctors."

Hall, Radclyffe

The master of the house. 408p. O [c.'32] N. Y., Cape & Ballou \$2.50

A story of Provencal peasants before and during the War.

Harper, Bertha Tauber

When I was a girl in Bavaria. 149p. il. D (Children of other lands b'ks.) [c.'32] Bost., Lothrop \$1.25

The author's recollections of her childhood in Bavaria. For children.

Harrington, Joseph

Hawaiian lover. 248p. D [c.'32] N. Y., Macaulay \$2

Laid in Honolulu, this is the love story of an American girl and a young army officer and the complexities brought about through the distractions of native girls and handsome native athletes.

Hart, Albert Bushnell, and Schuyler, William M., eds.

The American year book; a record of events and progress for the year 1931. 937p. D '32 N. Y., N. Y. Times Co. \$7.50

Hauck, Arthur A.

Some educational factors affecting the relations between Canada and the United States. 100p. (2p. bibl.) diags. O '32 Easton, Pa., Lafayette Coll., Dep't of Public Relations \$1; pap., 50 c.

Hauck, Mrs. Louise Platt [Lane Archer, Peter Ash, Louise Landon, pseud.]

Sylvia. 305p. D (Popular copyrights) [c.'31] N. Y., Grosset 75 c.

The wifehood of Jessica. 305p. D [c.'32] Phil., Penn \$2

Jessica was swept off her feet by Bill Winthrop's tempestuous wooing, but married life, with his sister Mildred one of the household, was far different from her dreams.

Hesse, Hermann

Schön ist die Jugend, and Der Cyklon; ed. by Theodore Geissendoerfer. 156p. il. D '32 N. Y., Prentice-Hall \$1.35

Heyward, Dorothy Hartzell Kuhns [Mrs. Du Bose Heyward]

The Pulitzer Prize murders. 361p. D [c.'32] N. Y., Farrar & Rinehart \$2

Murder and mystery in an old Long Island house that is apparently haunted.

Hickernell, Warren Fayette

What makes stock market prices. 210p. diags. O c. N. Y., Harper \$3

Information for the public about the way insiders manipulate the stock market.

Horler, Sydney [Peter Cavendish, Martin Heritage, pseud.]

Danger's bright eyes. 286p. D (Harper sealed mystery) '32 N. Y., Harper \$2

Romance, mystery and adventure followed John Fenton after he went to the aid of an unknown, beautiful girl in a fashionable London restaurant.

Giese, Henry

Research in farm structures. 52p. (2p. bibl.) maps, diags. O (U. S. Dept. of Agri., misc. pub'n. no. 133) '32 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 15 c.

Graebner, Theo., D.D.

Dr. Francis Pieper; a biographical sketch. 61p. D '31 St. Louis, Concordia Pub. House pap. 15 c.

Health and physical education [bibliography]. 16p. O c. N. Y., Amer. Textbk Services pap. 35 c.

[Howard, John Tasker, ed.]

The music of George Washington's time. 34p. F [c.'31] Wash., D. C., U. S. Geo. Washington Bicentennial Commission pap. apply

Humphries, Francis Howard, M.D., and Stuart-Webb, Ralph E.

Physiotherapy: its principles and practice. 399p. (bibls.) il., diags. O '32 N. Y., Macmillan \$4.50

Karsner, Howard Thomas

Human pathology; a textbook; 3rd ed., rev. 1024p. (bibls.) il. (pt. col.) diags. O [c.'31] Phil., Lip-pincott \$10

Hull, Helen Rose

The asking price. 370p. D (Popular copy-rights) [c.'30] N. Y., Grosset 75 c.

Itlis, Hugo

Life of Mendel; tr. by Eden and Cedar Paul. 336p. (bibl. footnotes) il., diagrs. O [c.'32] N. Y., Norton \$5

The first biography in English of the German Augustinian monk who became a famous biologist through his original, pioneer work in the field of heredity.

Jensen, Marie

Just beyond. 187p. O c. Bost., Meador Pub. Co. \$2

The story of an Iowa farm girl and her experiences in a small denominational college.

Johnstone, James

The essentials of biology. 343p. diagrs. O '32 N. Y., Longmans \$4.50

The author is professor of oceanography in the University of Liverpool.

Jordan, Celle

Glen cove o' Tumblin' creek [fiction]. 195p. D '31 Los Angeles, Wetzel Pub. Co. \$2

Jordanoff, Assen

Flying and how to do it! foreword by Frank Hawks. 113p. il., diagrs. O [c.'32] N. Y., Grosset \$1

A simple explanation of the principles of flying.

Kent, Mrs. Louise Andrews

Two children of Tyre. 233p. il. (pt. col.) map O c. Bost., Houghton \$2

The adventures of two children who lived in Tyre three thousand years ago, of David who sailed in a trading fleet to distant Tarshish and of his sister Esther who stayed at home. A Junior Literary Guild selection.

Kerr, Sophie [Mrs. Sophie Kerr Underwood]

Girl into woman. 313p. D [c.'31, '32] N. Y., Farrar & Rinehart \$2

The story of Cora Macfarlane, a young American girl of the early 1900's, who rebelled against her father's discipline and found herself face to face with the harsh realities of life.

Kipling, Rudyard

Limits and renewals. 377p. D '32, c. '27-'32 Garden City, N. Y., Doubleday \$2.50

Fourteen short stores and nineteen poems. Three of the stories and all the poems have never been published before.

Krout, Maurice H.

The psychology of children's lies; with a selected bibliography on general child psychology and the treatment of children's difficulties. 113p. (21p. bibl. and bibl. notes) D [c.'32] Bost., Badger \$2

Kulp, Daniel H., II

Educational sociology. 607p. (bibls.) O (Longmans' social science ser.) c. N. Y., Longmans fab., \$3.50

An introductory presentation of sociological materials, selected in order to provide students with a basic understanding of the sociological aspects of education.

Kummer, Frederic Arnold [Arnold Fredericks, pseud.]

Gentlemen in Hades; the story of a damned debutante. 269p. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

Large, Mrs. Laura Antoinette Stevers

Air travelers; from early beginnings to recent achievements. 277p. il. O [c.'32] Bost., Lothrop \$1.50

A history of aviation for boys.

Laski, Harold Joseph

Studies in law and politics. 299p. (bibl. footnotes) O '32 New Haven, Conn., Yale \$3

Essays by a professor of political science in the University of London.

Lawrence, Josephine

Head of the family. 240p. D [c.'32] N. Y., Aventine Press \$2

A story of modern marriage based on a fifty-fifty financial basis with the wife working and making a home at the same time.

Leachman, J.

English-Swedish and Swedish-English pocket dictionary, with letters, business forms, etc. 380p. '32 Milwaukee, Caspar, Krueger, Dory Co. \$1

Livingston, Charles Harold

Gliglio; a French Arthurian romance of the thirteenth century. 190p. O (Harvard studies in romance langs., 8) '32 Cambridge, Mass., Harvard \$2.50

Lloyd George, David

The truth about reparations and war-debts. 150p. D c. Garden City, N. Y., Doubleday \$1.50

The famous English statesman demands cancellation of the war debts, downward revision of tariffs and enforced disarmament, and attacks the policies of Raymond Poincaré and Andrew W. Mellon.

Logan, Grace Virginia

Life's puckering strings. 345p. D '31 c. Los Angeles, Wetzel Pub. Co. \$2

A novel that deals with transmigration and psychometry.

Lutheran world almanac and encyclopedia, 1931-1933 (The); comp. by O. M. Norlie and G. L. Kieffer. 424p. il., maps, diagrs. O '32 N. Y., Nat'l Lutheran Council \$2

Kaser, Arthur L.

Dixie moon minstrels; a complete routine for a minstrel first part. 20p. S [n. d.] Minneapolis, Northwestern Press pap. 50 c.

Knox, Robert, M.D.

A text-book of X-ray therapeutics; new ed., rev. by Walter M. Levitt. 262p. (sp. bibl.) il. (col. front.) diagrs. Q (Edinburgh medical ser.) '32 N. Y., Macmillan \$7

Loeb, E. M.

The western Kuksu cult. 143p. (bibl. footnotes) Q (Univ. of Cal. pub'ns in Amer. archaeology and ethnology, v. 33, no. 1) '32 Berkeley, Cal., Univ. of Cal. Press pap. \$1.50

Luckett, Mrs. Margie Hersh, ed.

Maryland women, Baltimore, Maryland, 1931. 521p. il. O [c.'31] [Balt., King Bros., 208 N. Calvert St.] buck. \$12.50

Macherey, Mathias H., and Richards, John N.
Pyramids illustrated; a comprehensive manual for class use and exhibition purposes [gymnastics]. 203p. il., diagrs. O c. N. Y., A. S. Barnes \$3

MacLeish, Archibald

Conquistador 113p. map O [c.'32] Bost., Houghton \$2.50

A narrative poem describing the conquests of Mexico by the Spanish under Cortes.

Macurdy, Grace Harriet

Hellenistic queens; a study of woman-power in Macedonia, Seleucid Syria and Ptolemaic Egypt. 265p. (bibl.) il. O (J. H. U. studies in archaeology v. 14) '32 Balt., Johns Hopkins Press \$4

Malachuk, Ross

Airplane pilot's manual. 397p. il., diagrs. O c. N. Y., Putnam flex. fab. \$5
Instructions in elementary and advanced flying.

Markham, Edwin

New poems; eighty songs at eighty; the fifth book of verse 132p. front. (por.) D c. Garden City, N. Y., Doubleday \$2
New poems by the author of "The Man with the Hoe."

Martin, Mrs. Helen Reimensnyder

Porcelain and clay. 303p. D (Popular copy-rights) [c.'31] N. Y., Grosset 75 c.

Matson, Paul

Mile high. 269p. D [c.'32] N. Y., Covici, Friede \$2

A story of "hard-boiled sentimentalists" whose chief occupations are intensive drinking and love-making. The scene is Denver.

Matthews, Mary Lockwood

Foods and cookery, unit-problem plan; 2nd rev. ed. 394p. (bibls.) il. D '32 Bost., Little, Brown \$1.25

Maurois, André

A private universe; tr. by Hamish Miles. 370p. O '32, c.'31, '32 N. Y., Appleton \$2.50
Interpretations, sketches and journals of a noted French biographer.

Meng, Chih

China speaks, on the conflict between China and Japan; introd. by W. W. Yen. 231p. (bibl.) il., map O c. N. Y., Macmillan \$1.50
An associate director of the China Institute in America presents the Chinese point of view in the Sino-Japanese conflict.

Meredith, Mark, ed.

Who's who in literature (1932 ed.). 548p. O '32 N. Y., R. R. Bowker Co. \$5

Merrel, Mrs. Concordia

The Three Graces 304p. D (Popular copy-rights) [c.'30] N. Y., Grosset 75 c.

Meschler, Maurice

Saint Joseph in the life of Christ and of the Church; tr. by Andrew P. Ganss; ed. by Adam C. Ellis. 148p. O '31 St. Louis, B. Herder \$1.25

Michaelis, Mrs. Karin i.e. Katherina Marie Bech Brondum

Bibi, a little Danish girl; tr. by Lida Siboni Hanson. 363p. il., map D (Windmill b'ks.) '32, c.'27 Garden City, N. Y., Doubleday \$1

Milton, John

The works of John Milton; vs. 5 and 6. 361p.; 377p. il. O c. N. Y., Columbia Univ. Press lib. ed., \$105, set; lim. ed., \$315, set

Morley, Christopher Darlington

Ex libris carissimis. 144p. D c. Phil., Univ. of Pa. Press bds. \$2
Informal talks on book-collecting and bibliography.

Mourret, Fernand

A history of the Catholic Church; v. 1, Period of early expansion; tr. by Rev. Newton Thompson. 655p. '31 St. Louis, B. Herder \$4

Mulholland, John

Quicker than the eye; the magic and magicians of the world; il. by Cyrus Leroy Baldridge. 259p. il. (col. front.) O [c.'27-'32] Ind., Bobbs-Merrill \$2.50

An inside glimpse of magic as a profession by one of America's foremost magicians. A Junior Literary Guild selection.

Myers, Denys Peter

World disarmament; its problems and prospects. 370p. (bibl. footnotes) D c. Bost., World Peace Found. \$2.50

This book is offered at the special price of \$1 for the duration of the Disarmament Conference.

Nason, Leonard Hastings [Steamer, pseud.]

A corporal once. 312p. D (Popular copy-rights) [c.'30] N. Y., Grosset 75 c.

Nat'l Organization for Public Health Nursing

Manual of public health nursing; 2nd. ed. 263p. (5p. bibl.) D '32, c.'26, '32 N. Y., Macmillan \$1.50

McCarthy, Peter H.

Twenty-two years on Whiskey Row. 48p. il. S [c.'31] Joliet, Ill., Author, c/o Morning Star Mission, 602 Collins St. pap. 50 c.

Matas birthday volume; a collection of surgical essays written in honor of Rudolph Matas, New Orleans [lim. ed.]. 409p. (bibls.) il. (pt. col.) diagrs. Q '31 N. Y., P. B. Hoeber \$10

Mertz, H. A., and Siems, W. A.

Curriculum in spelling for Lutheran schools. 16p. Q '31 St. Louis, Concordia Pub. House pap. 20 c., loose-leaf

Metzger, F. W., and Grant, D. H.

Repellency to the Japanese beetle of extracts made from plants immune to attack. 22p. (bibl. footnotes) il. O (U. S. Dep't of Agri., technical bull. no. 299) '32 Wash., D. C. [Gov't Pr. Off.; Sup't of Doc] pap. 5 c.

Mezger, George, D.D.

Lessons in the small catechism of Dr. Martin Luther; 3rd ed. rev. 192p. D '31 St. Louis, Concordia Pub. House 50 c.

Morgan, Thomas B.

Italian physical culture demonstration; a report of the visit, training and accomplishments of the forty Italian students who were guests of Bernarr Macfadden during a stay of six months in the United States studying his methods of physical culture [lim. ed.]. 205p. il. D [c.'32] N. Y., Macfadden Bk. Co. flex. fab. priv. pr.

[Myers, Kenneth H.]

Adjusting corn belt farming to meet corn-borer conditions. 26p. il., maps, diagrs. O (Farmers' bull. no. 1681) '32 [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] pap. 5 c.

Niles, Blair Rice [Mrs. Robert Niles, jr.]

Black Haiti; a biography of Africa's eldest daughter. 333p. (7p. bibl.) il O (Bks. of distinction) [c.'26] N. Y., Grosset \$1

Nomad, Max

Rebels and renegades. 437p. (10 p. bibl) il. (pors.) O c. N. Y., Macmillan \$3

Portraits of contemporary persons who have been prominently identified with revolutionary or labor movements—Errico Malatesta, Aristide Briand, Philipp Scheidemann, J. Ramsay MacDonald, Leon Trotsky, Benito Mussolini, Joseph Pilsudski, and William Z. Foster.

Nutrition service in the field; report of the Subcommittee on Nutrition. 218p. O (White House Conference on Child Health and Protection pub'n, section I, medical service) [c.'32] N. Y., Century \$2

This volume also includes "Child Health Centers: a Survey," the report of the Subcommittee on Health Centers.

Obstetric education; report of the Subcommittee on Obstetric Teaching and Education. 320p. (bibl.) O (White House Conference on child Health and Protection pub'n, section I, medical service) [c.'32] N. Y., Century \$3

The report of a survey of obstetric practice in the United States, with recommendations for more adequate professional training to lower the high maternity death rate in this country.

Orliac, Jehanne d'

Francis I, prince of the Renaissance; tr. by Elizabeth Abbott. 253p. il. O c Phil., Lippincott \$3.50

A biography of the French king.

Osborn, Campbell

Oil economics; the application of facts and principles to the problems of management and investment in the petroleum industry. 401p. il. D '32 N. Y., McGraw-Hill \$4

Oxnam, Garfield Bromley, ed.

The varieties of present-day preaching; a series of lectures delivered before the Boston University School of Theology. 244p. D [c.'32] N. Y., Abingdon \$2

Addresses by outstanding speakers in the fields of college, city, country, evangelistic and prophetic preaching.

Paul, J. Harland

The last cruise of the Carnegie [general science]. 348p. O '32 Balt., Williams & Wilkins \$5

Peden, Charles

Newsreel man. 136p. il. O '32, c. '31, '32 Garden City, N. Y., Doubleday \$2.50

A Movietone camera man tells about the famous scoops made by newsreel men during recent years and something of the hectic life of these camera men. The illustrations were made from actual sound film.

Pemjean, Lucien

When D'Artagnan was young; tr. by Madeleine Boyd. 313p. D c. Garden City, N. Y., Doubleday \$2

A story of D'Artagnan, the real D'Artagnan, not the hero of Dumas' "Three Musketeers," and of his first three years in Paris.

Peter Pan picture book (The); il. by Roy Best. 96p. il. (pt col.) obl. F [c.'31]

Racine, Wis., Whitman Pub. Co. bds., 50 c.

Powell, H. M. T.

The Santa Fe Trail to California, 1849-1852; lim ed. 292p. il., maps F '31 San Francisco, B'k Club of Cal. half lea., \$30

Punshon, Ernest Robertson

The cottage murder. 256p. D '32 Bost., Houghton \$1.75

Sydney Foss, a young planter just returned from the East without any job or money, goes to his rich uncle for help and finds mystery, horror and murder at Merstham Cottage.

Queen, Ellery, pseud.

The Greek coffin mystery; a problem in deduction. 382p. diags. D c. N. Y., Stokes \$2

A mystery revolving about the natural death of Georg Khalkis, internationally known art dealer. Provocative circumstances, however, force the disinterment of his body from the old graveyard of one of New York's midtown churches.

Randle, Dorothy Davies, and Hillas, Marjorie

Tennis organized for group instruction. 188p. (bibl.) il., diags. D (Athletics for women ser.) c. N. Y., A. S. Barnes \$1.60

Raphael, Alice Pearl

Goethe the challenger. 123p. front. O [c.'32] N. Y., Cape & Ballou bds., \$1.50

Two essays, "Goethe the Challenger," and "Joseph Conrad's Faust," a comparison of "Victory" with Goethe's "Faust."

Rapin, René

Hortorum; bk. 4; tr by James Gardiner; ed. by Irving T. McDonald [lim., numbered ed.]. 257p. (bibl.) il. S (Lib. ser. no 1) c. Worcester, Mass., Holy Cross Press \$2.15

This first American edition of the poetry of this 17th century Jesuit priest includes the original Latin text, a parallel English translation in verse, and a critical study of the poet.

Potzger, J. E.

Curriculum for the teaching of science in the Lutheran elementary schools and suggestions for its use. 42p. Q '31 St. Louis, Concordia Pub. House pap. 50 c., loose-leaf

Raup, Robert Bruce

Problems in philosophy of education. no p. O (Teachers College syllabi, no. 14, rev.) c. N. Y., Teachers Coll., Columbia Univ. pap. 25 c., loose-leaf

Report of the Joint Doctrinal Commission appointed by the Oecumenical Patriarch and the Archbishop of Canterbury for consultation on the points of agreement and difference between the Anglican and the Eastern Orthodox churches. 73p. O '32 [N. Y., Macmillan] pap. \$1

Owen, Mary E., ed.

Studies of famous paintings; prepared for the use of teachers in the classroom and including stories of the pictures, stories of the artists, and questions to ask the pupils. 96p. il. Q c. '31 Dansville, N. Y., F. A. Owen Pub. Co. pap. 50 c.

Pieters, A. J., and Morgan, R. L.

Field tests of imported red-clover seed. 24p. diags. O (U. S. Dep't of Agri., circular no. 210) '32 Washington, D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Poe, James Grainger, M.D.

Modern general anesthesia; a practical handbook; 2nd ed., rev. and enl. 231p. il., diags. O c. Phil., F. A. Davis \$2.50

Renatus, Kuno

The twelfth hour of capitalism; tr. by E. W. Dickes. 246p. D c. N. Y., Knopf \$2.50
A German economist analyzes the present world situation and suggests methods for its improvement.

Richards, Esther Loring, M.D.

Behaviour aspects of child conduct; foreword by Adolf Meyer. 314p. (bibl. footnotes) D c. N. Y., Macmillan \$2.50
A study of the behavior problems of childhood.

Riggleman, John R.

Business statistics. 707p. O '32 N. Y., McGraw-Hill \$4

Rothschild, Sigmund I.

Stamps of many lands; a book about stamps in picture and story. 141p. il., maps O [c. '32] N. Y., Grosset \$1
For boys and girls.

Rural government; proceedings of the fourteenth American Country Life Conference, Ithaca, New York, August 17-20, 1931. 172p. (bibl. footnotes) O [c. '32] [Chic.] Univ. of Chic. Press \$2

Sangster, Margaret Elizabeth [Mrs. George J. Illian]

Love lightly. 294p. D c. N. Y., Brewer \$2

Ellen, from seeing her mother's broken life, was afraid of loving deeply, so, although she loved her husband she kept from showing it until a crisis showed her her folly.

Scarlett, Roger, pseud. [Evelyn Page and Dorothy Blair]

The Back Bay murders. 295p. D (Popular copyrights) [c. '30] N. Y., Grosset 75 c.

Seward, Albert Charles

Plants; what they are and what they do. 151p. (2p. bibl.) diagrs. D '32 N. Y., Macmillan \$1.50
An explanation in non-technical terms, of the fundamental principles of biology.

Shanks, Lewis Piaget

Anatole France; the mind and the man [new rev. ed.]. 242p. front. (por.) O '32, c. '19, '32 N. Y., Harper \$2.50

Sheen, Fulton John

Moods and truths. 247p. D [c. '32] N. Y., Century bds. \$2
Religious essays by a professor of religious philosophy at the Catholic University of America.

Sheridan, Harold J.

New tendencies in teaching religion. 112p. (3p. bibl.) D (Abingdon religious educ. monographs) [c. '32] N. Y., Abingdon \$1.25
By a professor of religious education at Ohio Wesleyan University.

Sherrill, Lewis Joseph, D.D.

Religious education in the small church. 208p. (bibl. footnotes) S (Handyb'ks for church school leaders) c. Phil., Westminster Press 75 c.

Shipman, Nell [Mrs. Helen Barham Shipman]

Abandoned trails. 311p. D c. N. Y., Dial Press \$2
The story of Joyce Jevons, a movie star, who found her real self in the hardships of the wastelands of Northwestern Canada.

Sigerist, Dr. Henry E.

Man and medicine; an introduction to medical knowledge; tr. by Margaret Galt Boise. 350p. O [c. '32] N. Y., Norton \$4
"Designed primarily to present in broad outlines a picture of modern medicine with its historical and cultural background to students entering upon the study of their profession."

Simons, Algie Martin, and Sinai, Nathan

The way of health insurance. 224p. (bibl. footnotes) O (Pub'ns of Committee on Study of Dental Practice of American Dental Ass'n no. 6) [c. '32] Chic., Univ. of Chic. Press \$2
A study of compulsory health insurance in action in Great Britain, Germany, France, and other countries, showing its merits and defects.

Small, Sidney Herschel

Three rich men. 282p. D [c. '32] N. Y., Covici, Friede \$2
Alexander Corcoran, steel magnate, George Jamison, the banker, and William Haight, the lawyer, guide Aphra, Jamison's grand-daughter through the perils of youth.

Smith, Donnal

Chase and Civil War politics. 181p. (bibl.) il. O '31 Columbus, O., F. J. Heer Pr. Co. \$2.50

Revyuk, Emil, ed.

Polish atrocities in Ukraine. 520p. maps O '31 Jersey City, N. J., United Ukrainian Organizations of U. S., 83 Grand St. pap. \$2

Rider, John Francis

Servicing superheterodynes. 170p. diagrs. D [c. '31] N. Y., Radio Treatise Co., 1440 B'way \$1

Schaap, Alexander

Why I became a Christian. 8p. T '31 St. Louis, Concordia Pub. House pap. 5 c.

Smith, Sydney Alfred, and Glaister, John, Jr.

Recent advances in forensic medicine. 200p. (bibls.) il. D '31 Phil., Blakiston's \$3.50

Stock, Harry Thomas

Social relationships of young people. 63p. S (Westminster departmental graded ser., young people's elective course) [c. '32] Phil., Presby. B'd of Christian Educ. pap., teacher's ed., 20 c.; student's ed., 15 c.

Suard, Jean-Baptiste

Lettres inédites de Suard à Wilkes; ed. by Gabriel Bonno. 118p. (bibl. footnotes) O (Univ. of Cal. pub'ns in modern philology, v. 15, no. 2) '32 Berkeley, Cal., Univ. of Cal. Press pap. \$1.50

Thomas, H. Kerr

Automobile engineers pocket book of rules, tables and data. 132p. il. S '31 N. Y., Spon & Chamberlain flex. cl. \$2.50

Vold, Lawrence

Handbook of the law of sales. 629p. O (Hornb'k ser.) '31 St. Paul, West Pub. Co. fab. \$5

Walker, Frank Rabold

The building estimator's reference book: The vest-pocket estimator; 2 v.; 7th ed. 1527p.; 220p. il. '31 Chic., Frank R. Walker Co., 536 Lake Shore Dr. flex. fab. \$10, bxd.

Wiedenbeck, Emilie Agnes

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Old and Rare Books

Frederick M. Hopkins

TODAY WILL BE a red letter day for Shakespearean collectors. It is the 368th anniversary of the birth of William Shakespeare, and three major events are taking place; the dedication of Folger Shakespeare Library at Washington, the Howard Furness Memorial in Philadelphia, and the Shakespeare Memorial Theater at Stratford-on-Avon. The intrinsic value of the Folger collection is more than \$4,000,000, but its value as a treasure house of Elizabethan literature is priceless. It is considered to be the most complete and valuable collection of Shakespeareana ever assembled. The Furness collection, comprising 12,000 volumes, of which about 8,000 are strictly Shakespearean, will perpetuate the name of one of the world's greatest authorities on Shakespeare, and was bequeathed to the University of Pennsylvania as a memorial to his father by Dr. Horace Howard Furness, Jr., who was internationally known as a Shakespearean scholar. Both father and son were trustees of the university. The dedication of the Shakespeare Memorial Theater, in which Americans are keenly interested, is an event of international interest, and will take place in the presence of government ministers, ambassadors of many nations, and scholars from all parts of the world.

FOR SOMETIME PAST it has been the custom of Elkin Mathews Ltd., to call

the attention of its catalog buyers to books which are not collected, but which seemed destined to be in demand in the future. On the third cover page of the current catalog, No. 44, are three items that should be of interest to collectors that are unduly neglected: "Andromeda and Other Poems" by Charles Kingsley. Parker, 1858. "Tracts For the Times" by John Henry Newman. Rivington, 1841. "A Poor Man's House" by Stephen Reynolds. Lane, 1909. In regard to this practice of anticipating a demand which seemed inevitable, we reprint the following paragraph from an introduction entitled "Our New Feature": "We have more than once given it as our opinion that the field of book collecting is too narrow. It embraces too narrow a circle of authors and subjects and the general complaint is the difficulty of enlarging it. All the collectable authors have been discovered already: there are no new worlds to conquer. It is with the idea of proving this to be a fallacy that we have embarked on this new venture. We have no wish to dictate to collectors what they should collect; on the contrary, we prefer them to collect what their individual tastes suggest. The books on the third cover page of this catalog, therefore, are not high-spots. Their significance is not greater than that of any of the books in the body of the catalog. All of them have appeared in catalogs of ours before, but

April 23, 1932

because they have been buried, because collectors naturally look first in the catalog for the authors they already collect, we are giving these books a prominence which we hope will attract the attention of collectors. If we were attracted to such books in the catalog of another bookseller we should not immediately react to it by buying the books. We should first acquaint ourselves with the contents of them by reading them in later editions, and decide, from that, whether we concurred in the opinion which selected them as worthy of attention. This is the way in which we hope the feature will be used by collectors. We hope that collectors will broaden their interests at their own behest, not at ours or that of any other of the many who have what *ought* to be rather than what is collected. This is a subject that lends itself to correspondence and we shall welcome suggestions of books to be included on this page in future issues of the catalog." We venture to say that this experiment will make the third cover page of this catalog of special interest to booksellers and collectors.

TWO SETS OF JEFFERSON MANUSCRIPTS, of unusual interest because they are intimately connected with the beginning of the University of Virginia have been presented to the Virginia collection in the University library. Eighteen letters written by Jefferson to his friend General Hartwell Cocke, from 1813 to 1826, comprise the first set. General Cocke was one of the founders of the university and was an important member of the first board of visitors. The second set consists of manuscript specifications drawn by Jefferson for the construction of the first buildings. This set in part has been published in the book on Jefferson's architecture.

ONE OF THE MOST PRECIOUS historical manuscripts in existence, bearing the sign-manuals of William the Conqueror, Matilda, his queen, Archbishop Lanfranc, Roger de Beaumont and Robert de Beaumont, has recently come into the possession of Maggs Bros. of London, rare book dealers. The document, written in Latin on vellum about 1067 to 1075, provided for the granting of the church and endowed lands of St. Mary at Bury St. Edmunds by Wale-

rand, County of Maule, to St. Stephen's Church in Caen, Normandy. The manuscript remained for centuries in the Beaumont family.

EARLY IN JUNE Sotheby's of London will auction the celebrated collection of manuscripts belonging to A. Chester Beatty, whose family name is famous in the annals of the British navy. This star sale of the season will initiate a series of annual sales of the library, which will be dispersed over a period of four or five years. The Yates Thompson sale of manuscripts sold in 1919 brought £148,000. It is the expectation of Sotheby's that the Beatty collection will exceed the Thompson total.

CHARLES F. HEARTMAN, of Metuchen, N. J., has just received a consignment of Americana formed by the late John S. Tilney, a member of the Grolier Club who died several years ago. This collection will be sold this season in three sales. Mr. Tilney's collection was formed between 1880 and 1915, and is rich in source material relating to American history and includes many items of rarity.

Auction Calendar

Monday afternoon, April 25, at 2 o'clock. Modern first editions, the West, sets, library editions. The Walpole Galleries, Second Floor, 13 West 48th St., New York City.

Tuesday afternoon, April 26, at 2 o'clock. Americana. Washingtoniana, first editions, miscellaneous. (No. 1463; Items 467.) Stan. V. Henkels, Jr., 1110 Sansom St., Philadelphia, Pa.

Wednesday evening, April 27, at 8 o'clock. Selected autographs from a private collection. (Items 279.) Chicago Book & Art Auctions, Inc., 410 South Michigan Ave., Chicago, Ill.

Wednesday afternoon and evening, April 27, at 2:15 and 8:15. The choice library of John F. Talmage of Mendham, N. J., including first editions, sporting books, collected sets, a group of English mezzotints, colored prints and drawings of the 18th and 19th centuries. (Items 302.) American Art Association Anderson Galleries, Inc., 30 East 57th St., New York City.

Catalogs Received

Association items, fine bindings, first editions, etc. (Items 153.) G. A. Van Nosedall, Maple, Wis.

Autograph letters of celebrities, manuscripts and historical documents. (Items 420.) Thomas F. Madigan, 2 East 54th St., New York City.

Autographs. (No. 343; Items 235.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.

Autographs. (No. 56; Items 240.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.

Bibliografia Americana. Av. Argentina y Justo Sierra, Apartado Postal 7990, Mexico, D. F.

Biography, history, drama, poetry and bibliography. (No. 571; Items 1363.) Maggs Bros., 34 Conduit St., London, W., England.

Interesting and unusual Americana. (No. 3.) Davis and Levine, Cooper Road, Rochester, N. Y.

Juveniles. H. R. Huntting Co., Springfield, Mass.

Out of print pamphlets on all subjects. (No. 327; Items 291.) Shepard Book Co., 408 South State St., Salt Lake City, Utah.

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Chicago Board of Trade Reports, Nos. 1-40.

Wilkins, c/o Air Law Review, Washington Sq., E.,
New York

Books, pamphlets and other material on balloons,
flying machines and aeronautics.

Alcove Bk. Shop, 936 Broadway, San Diego, Cal.
Turner, H. Astra Castra. London. 1865.

American Antiquarian Soc., Worcester, Mass.
Writings of Mrs. Susanna Haswell Rowson, including Charlotte Temple, Lucy Temple, The Inquisitor, Rebecca, Sarah, The Standard of Liberty, and Victoria, etc.

Amer. B'd of Commissioners for Foreign Missions,
Pub. Dept., 14 Beacon St., Boston
Comstock. Handbook of Nature Study. Second-hand copy.

Americus Book Co., Americus, Ga.
Pickett. History of Alabama. Vol. 1.
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Jos. Baer & Co., Hochstr. 6, Frankfurt a.M., Ger.
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Bulletin of Johns Hopkins Hospital. Vol. 31, nos. 347 to 358.

Bulletin of Torrey Botanical Club. Vol. VII, no. 5; Vol. VIII, nos. 2, 10; Vol. XI, nos. 1, 2; Vol. XII, nos. 2, 3; Vols XVII, no. 9.

American Naturalist. Nos. 592, 651, 652.

Davison. Freedom of the Seas. 1918.

Singer. International Law. 1918.

American Journal of Sociology. Vol. XXXIII, nos. 4, 5, 6; Vol. XXXIV compl.; Vol. XXXV, nos. 1 to 4; Vol. XXXVI, nos. 3 to 6.

Böhme. Supersensual Life or Life which is Above Sense. New York. 1850.

Böhme. Christosophia Oder Der Weg Zu Christo. Ephrata. 1811-12.

Poe. Works ed. Harrison. Virginia ed. 17 vols. Stowart. Crit. ed. of Hawthorns American Notebooks. 1930. Yale Univ. diss.

Christie. 30 Years in Manchu Capital. 1914.

Gordon. Men Who Make Our Novels. 1919.

Seitz. Uncommon Americans: Pencil Portr. of Men and Women Who Have Broken the Rules. 1925.

Thomas, Bess., Osman in America. 1930.

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Wm. Ballantyne & Sons, 1421 F St., N.W., Washington, D. C.
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 Nation Mag. 1871; also vol. 12, no. 288.

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 Grand Magazine. London. 1906, Aug.
 Lever Magazine. Chi. 1910, Sept.
 Muir, Percy H. Points.
 Owl. S. F. 1899-July.
 Revolutionary Almanac. 1914.
 Socialist Dialogues and Recit. 1913.
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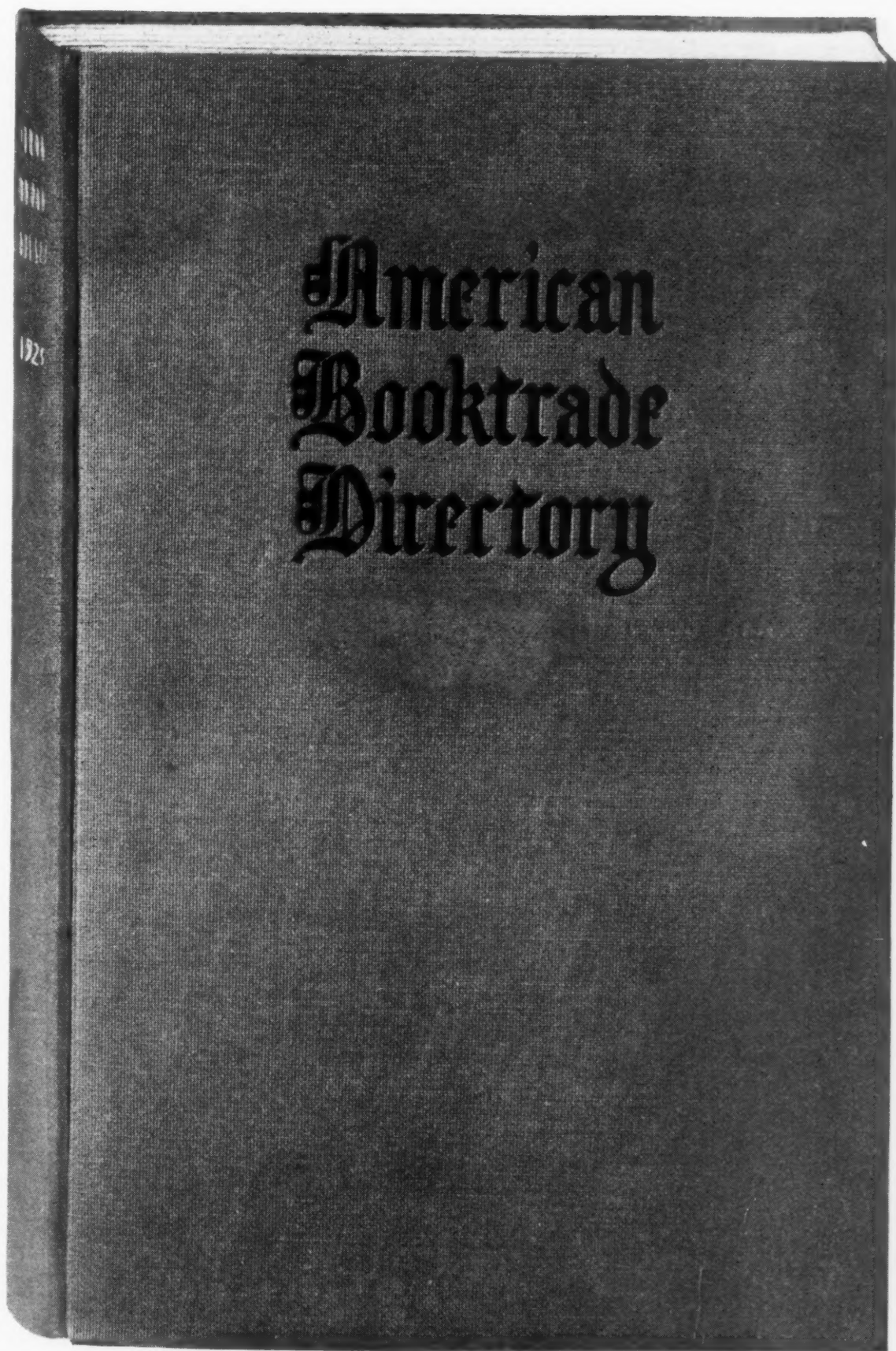
Forthcoming Issues

❧ ❧ ❧ In this issue, we print the program that has just been formulated by the American Booksellers' Association, a program which gives the booksellers' conception of changes which would benefit the publishing industry. The *Publishers' Weekly* has commented on the plan in some detail. This plan, it will be remembered, has been made after a careful study by booksellers of the Cheney Survey. The Survey was planned and carried out by the National Association of Book Publishers and the Survey Committee of the Publishers' Association has been at work ever since the Survey was published and will make within the next two weeks its analysis of the Survey with recommendations to publishers. Whether the publishers' recommendations will be made available to the entire trade has not, so far as we know at this writing, been decided, but the booksellers are presenting their program to individual publishers and the two reports will undoubtedly be the basis of many improvements in booktrade methods before the fall season. ❧ ❧ ❧

❧ ❧ ❧ The regular Making Windows Sell Department which was scheduled for this

week has been unavoidably postponed until next week, when a discussion will be held on displays for small but busy shops. Further departments will appear May 14th (General Displays), May 28th (Travel Books), June 11th (Shops in Small Cities) and June 25th (Summary). Photographs now submitted will be considered for prizes on the date for which they are most appropriate. ❧ ❧ ❧

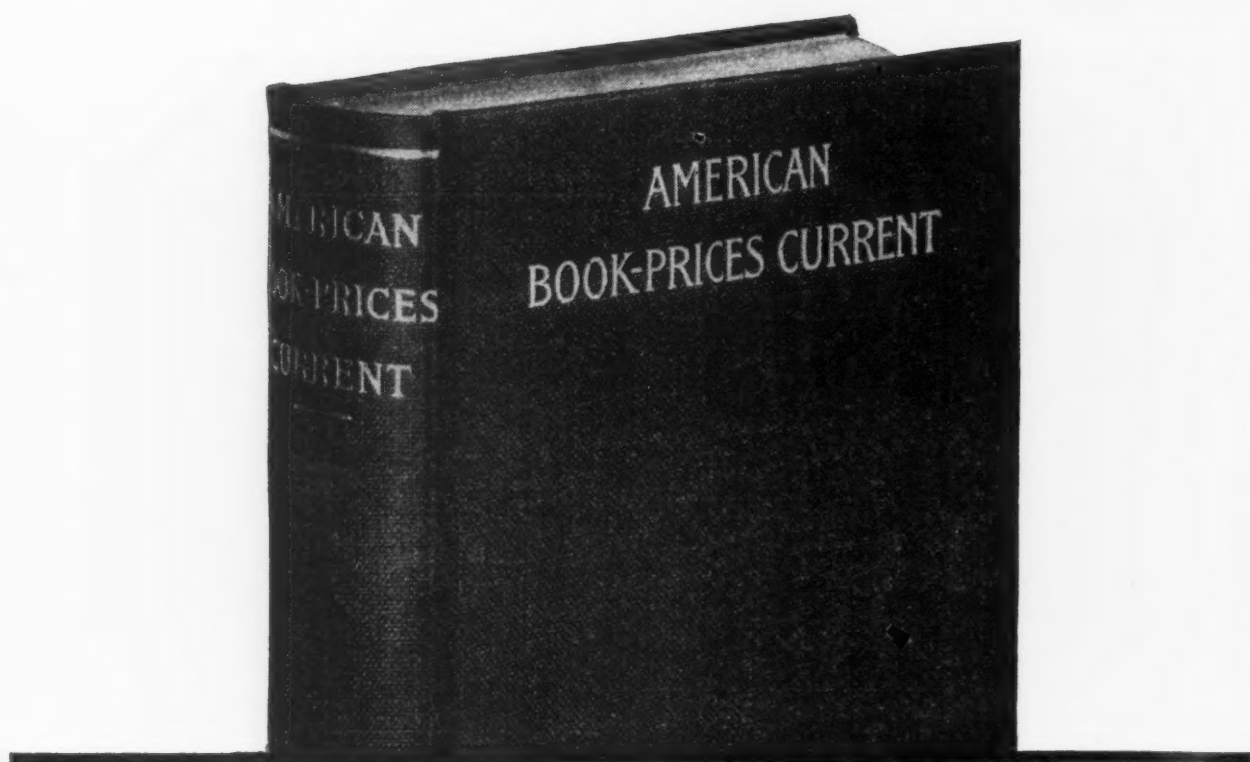
❧ ❧ ❧ Next week the winner of the Newbery Medal will be announced at the A. L. A. meeting in New Orleans. This medal is awarded every year to the best juvenile of the previous year by the Children's Librarians. By the first of May we shall probably know the winners of the Pulitzer Prizes. Already there have been various guesses as to what the prize books will be. Guesses are almost unanimous that "The Good Earth" will win the fiction award, "The Autobiography of Lincoln Steffens" the biography award. "The Epic of America" and "The Martial Spirit" are most frequently mentioned as possibilities for history honors. ❧ ❧ ❧



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